

The NATIONAL UNDERWRITER

Life Insurance Edition



In April, 1933, when the depression had a strangle hold on business and life insurance was hard to sell, Massachusetts Mutual Direct Mail Advertising was born. Its purpose was to strengthen the sales effectiveness of our field men in cultivating the greater number of prospects needed to meet their income requirements.

Our field forces have made good use of this aid to selling. Here is their 15-year record of sales made with the help of Direct Mail:

Sold among names cultivated with Direct Mail help . . .	\$208,137,801.00
Sold per Name cultivated . . .	\$339.17
Policy average . . .	\$4,878.08
Names cultivated per Completed Sale . . .	14.38

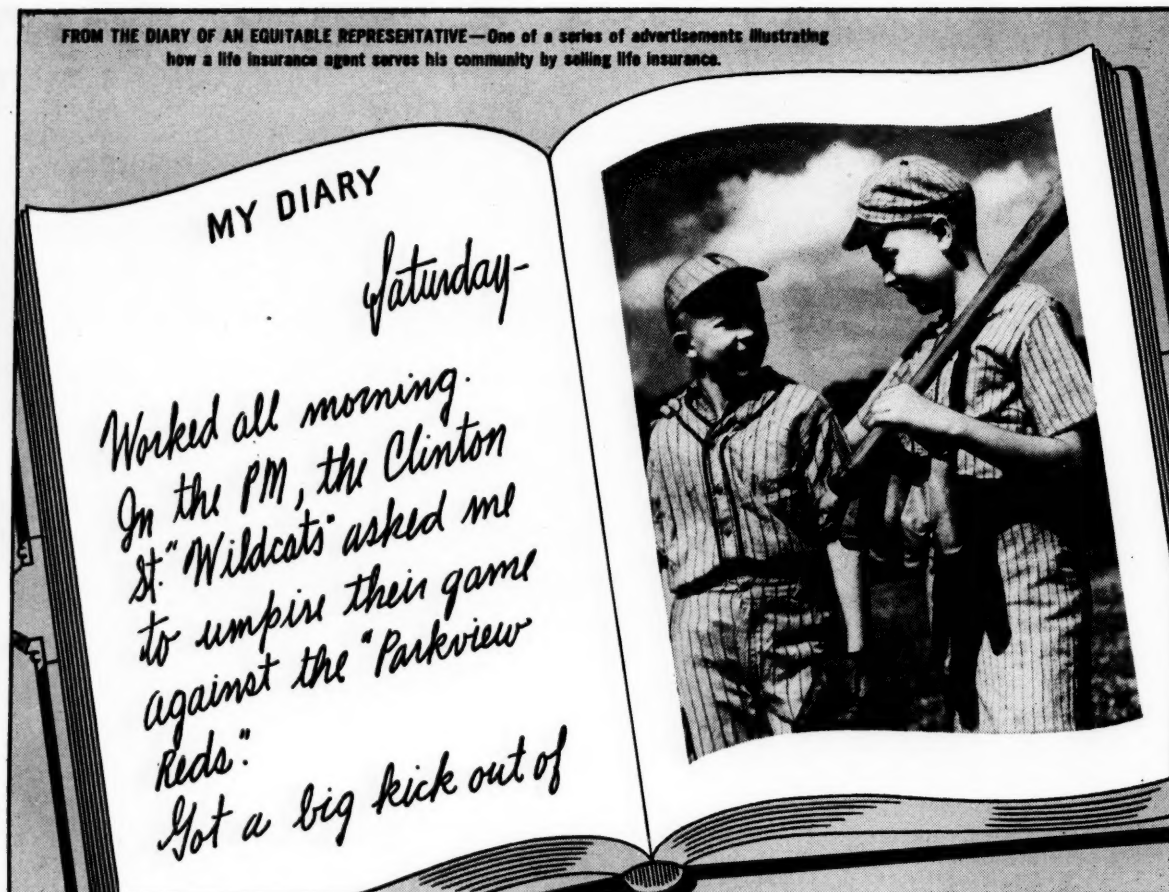
Today, life insurance selling is again a real challenge. There is greater competition for the consumer dollar. Selling demands better prospecting . . . intensified effort . . . more market cultivation. Many field men recognize their need for the help that advertising gives.

We recommend to our agency representatives thoughtful use of Massachusetts Mutual Direct Mail Advertising.

Massachusetts Mutual
LIFE INSURANCE COMPANY
Springfield, Massachusetts
Organized 1851

FRIDAY, JULY 23, 1948

FROM THE DIARY OF AN EQUITABLE REPRESENTATIVE—One of a series of advertisements illustrating how a life insurance agent serves his community by selling life insurance.



Idol of the Kids—in his Idle Hours

KIDS LIKE BILL PARK... because Bill Park likes kids. Scoutmaster, Sunday School teacher, unofficial athletic coach, confidential advisor and pal of all the small fry on his block—that's Bill Park.

It's not hard to explain Bill's deep and abiding interest in the "citizens of tomorrow"—his whole life work is oriented towards the future—towards making his community a place where people look forward to futures of greater security and happiness. He's an Equitable Society representative.

Today, wherever he turns he sees results—boys and girls going to college on Equitable Educational

Funds... youngsters living in good homes protected by Equitable's Assured Home Ownership Plan... families kept together after the breadwinner has died.

Yes, Bill Park's work as an Equitable Society representative is more than just a "job"—it's a good way of life. He's at peace with the world because he knows that he is doing his bit to make the world a better place to live in.

That's why Bill Park takes a deep satisfaction in his work... in the respect that is his as a member of a highly regarded profession and as a representative of an institution like The Equitable Society.

LISTEN TO "THIS IS YOUR FBI"

...official crime-prevention broadcasts from the files of the Federal Bureau of Investigation... another public-service contribution sponsored in his community by The Equitable Society Representative.

EVERY FRIDAY NIGHT • ABC Network



**THE EQUITABLE
LIFE ASSURANCE
SOCIETY
OF THE UNITED STATES**

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N.Y.

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Hits Ban on Stock Obtained Via Convertible Issues

**Insurers Penalized in
Event of Conversions,
T. I. Parkinson Points Out**

NEW YORK—Life companies should be permitted to hold common stocks



T. I. Parkinson

is going to be done through convertible preferred stock and convertible debentures because of difficulty in getting equity capital, Mr. Parkinson said that life companies are going to miss out on desirable securities if the strict rules against owning common stocks are not eased to permit insurers to hold common stock obtained through conversions.

Would Have to Sell at Once

The present tight rule against common stocks means that in the event of conversion an insurer would have to sell its preferred stock or debentures on the basis of what the common was worth at that time. Even though the indications might point to a substantial later increase in the value of the stock the life company could not take advantage of this by hanging on to stock received in exchange for preferred or debentures.

Mr. Parkinson feels that this is something that should have the immediate attention of the supervisory authorities, in view of the large amount of convertible preferred and debenture financing to be expected.

Under the New York law a company is permitted to hold common stock for five years if it receives it as a dividend, from a reorganization in which creditors are given common stock as their share of assets, or from a bulk reinsurance agreement or consolidation with another company. The five-year limit applies unless an extension is granted by the superintendent. The five-year limitation is set forth in section 82, subsection 2 of the New York insurance law. There is no provision, however, covering convertible preferred or convertible debentures. The company must get rid of it immediately and the department can keep pressing it until it does.

Shoul Qualifies Quickly

Jacob W. Shoul of Boston, agent of Mutual Life, became the company's first qualifier in the 1948-49 Top Club, earning membership on the first day of the club year that began in July. This was his second consecutive qualification for the honor organization. Mr. Shoul has been with Mutual Life since 1916, all the time at Boston. He has qualified for National Field Club every year since 1917 and been its president, vice-president and honorary vice-president.

Western & Southern Joins Ranks of Mutual Companies

COLUMBUS—Western & Southern Life announced to its field force this week the completion of its mutualization program and the company is now a purely mutual company. The program was presented in 1946 to the states in which the company operates. It called for retirement of the capital stock and for payment to stockholders at the rate of \$13.32 per share, par \$10, in government bonds, at a total cost of about \$40 million for the \$30 million capital stock. The plan was approved by the stockholders, policyholders and the various departments, but was held up by a suit attacking the constitutionality of the law. The suit was not upheld.

Western & Southern was organized in 1888 and commenced business in that year with \$100,000 capital. At the close of last year, assets were \$358,592,664, surplus including \$30 million capital, \$56,780,980, premium income \$55,210,972, total income \$66,715,025, disbursements \$38,556,011, insurance paid for \$227,562,245, total insurance in force \$1,925,027,587.

The company has been the largest nonparticipating company writing weekly premium business and closed last year with \$1,008,871,772 industrial in force.

C. F. Williams, president, has been continuously with the company since he was 15, succeeding his elder brother, the late W. J. Williams, as president in 1931, after having previously served the company as vice-president and general counsel.

APPEAL OHIO NATIONAL CASE

The mutualization case of Ohio National Life has been appealed to the Ohio supreme court from the court of appeals at Cincinnati by R. L. Struble and Harold C. Knecht. Lower courts upheld the mutualization. Messrs. Struble and Knecht charge that the court of appeals erred in holding that the plan of mutualization complied with Ohio laws. They declare that the plan is unconstitutional and void and deprives them of their vested rights.

L.O.M.A. Offers Educational Facilities to NSLI Staff

Life Office Management Assn. has made available its institute's educational program on life insurance to veteran's administration employees who work with National Service life insurance and U. S. government life insurance. VA employees taking part in the institute course receive the same privileges as employees of private life insurance companies, including a discounted rate for examination fees.

Many VA employees are expected to take part in the program of the institute, for it has been recognized that the basic fundamentals of government insurance parallel those of commercial life insurance.

STATEMENT BY VA

WASHINGTON—The veterans administration says about 150 of its insurance service employees have enrolled for the six-months first course of instruction under the life office management association institute. VA insurance employees enroll as individuals and pay their own way. VA has no official connection with this program, it is stated, it merely having accepted an invitation from L.O.M.A. for its employees to participate. There are three courses open to VA employees. Those completing course I, principles of life insurance, receive a certificate. Those completing

M.D.R.T. '49 Meet to Follow N.A.L.U. in Same Hotel

Paul Dunnagan, Canada Life, Minneapolis, Million Dollar Round Table chairman, has notified members that the 1949 convention of the Million Dollar Round Table will be held at the Netherland-Plaza hotel, Cincinnati, Saturday through Tuesday, Sept. 17-20, opening the day after the National Association of Life Underwriters concludes its annual convention at the same hotel. The Million Dollar Round Table hour of the N.A.L.U. will be on Friday, Sept. 16. Members may also register for the M.D.R.T. that day. The M.D.R.T. breakfast will be Saturday.

This arrangement will permit M.D.R.T. members to attend the round table sessions, the Million Dollar Round Table hour of N.A.L.U. and as much more of the N.A.L.U. convention as they wish with a minimum of inconvenience and lost time. The timing of the M.D.R.T. sessions will follow the precedent set at this year's meeting, when the round table sessions will be held immediately after the N.A.L.U. convention instead of before, as in the past.

Advantage of New Arrangement

The new arrangement will have the advantage of going from the N.A.L.U. to the M.D.R.T. meeting without an intervening day. Under the old arrangement, because of the number of preliminary gatherings before the general sessions of the N.A.L.U. there was necessarily a gap between the M.D.R.T. meeting and the N.A.L.U. general sessions.

Paul W. Cook, general agent of Mutual Benefit Life in Chicago and vice-chairman of M.D.R.T., has completed all the necessary arrangements with the Netherland-Plaza hotel for the 1949 meeting. Because of its fine and varied entertainment facilities and its air-conditioned meeting rooms, plus the fact that golfing and all other country club facilities have been arranged with local country clubs through the Cincinnati M.D.R.T. committee, Mr. Cook feels that next year's arrangements will have all the advantages of going to a resort hotel plus the great convenience of being at the same hotel where the N.A.L.U. sessions will be held.

This year's M.D.R.T. meeting, to be held at French Lick Springs hotel, will open on Saturday after the N.A.L.U. convention concludes in St. Louis, and continue through Tuesday, Sept. 21.

course II, advanced life insurance, are awarded associateships. Employees finishing course III, graduate, are made fellows of L.O.M.A. Institute.

Taken as possibly tending to encourage its employees to enroll under the program is the VA statement that "It has been recognized that the basic fundamentals of government insurance parallel those of commercial life insurance."

Zimmerman Addresses Purdue Insurance Class

Charles J. Zimmerman, managing associate director of L.I.A.M.A., addressed the Purdue life insurance course, stressing the fact that security is the dominant motivating factor throughout world economy, and life insurance is the ideal solution to the hazards of life. He told the men that even though the Purdue school is in its third year of operation, the life insurance business, as a whole, still has to be sold upon its value. The men are the pioneers and it's up to them to carry out the traditions of career agents in their respective home areas.

Half-Year's Sales Hold Even; June Ordinary Up 5%

**Group Off 23%, Apparently
Reacting to Inland
Steel Decision**

Sales of life insurance in June were \$1,816,059,000, down 1% according to L.I.A.M.A. Sales of ordinary were \$1,243,928,000, up 5%. Industrial was \$347,297,000 down 1%, while group was \$224,834,000, down 23%. The group purchases do not include additions of insured personnel under group contracts already in force. The sharp group drop appears to be due to the buyers' reaction to the Inland Steel decision that employee benefits are subject to collective bargaining.

For the first six months the sales were \$10,736,256,000, a few thousand dollars under the first half of 1947. Ordinary accounted for \$7,416,665,000, very slightly up from last year. Industrial was \$2,138,870,000 practically the same as last year, while group was \$1,180,721,000 down 4%. Following are the sales for June and the first six months in 1946, 1947 and 1948:

	June Purchases		
	1946	1947	1948
	(000 Omitted)		
Ord.	1,340,743	1,189,000	1,243,928
Group ...	183,743	291,212	224,834
Ind.	338,999	349,725	347,297
Total ..	1,863,485	1,829,937	1,816,059
	First Six Months' Purchases		
	1946	1947	1948
	(000 Omitted)		
Ord.	7,759,824	7,386,822	7,416,665
Group ...	719,635	1,231,908	1,180,721
Ind.	1,996,104	2,142,589	2,138,870
Total ..	10,475,563	10,761,319	10,736,256

Life, Fire Company Chiefs on Each Other's Board

President John A. Stevenson of Penn Mutual and President Harold V. Smith of the Home fire insurance group have been elected directors of each other's company. Mr. Stevenson has for some time been a director of Franklin Fire of the Home group, which is being merged into the parent company.

Mr. Smith started in insurance in 1910 with Franklin, which joined the Home group in 1915. He has been president of Home since 1937.

At the same time as Mr. Smith, Arthur C. Kaufmann, vice-president and director of Gimbel Bros. department store in Philadelphia, was elected to the Penn Mutual board.

Holds Coast Group School

C. Manton Eddy, vice-president Connecticut General Life, in charge of the group department, conducted a school at Los Angeles for group representatives from the entire Pacific Coast. Byron D. Williams, of the Walter G. Gastil agency, manager of the Pacific Coast group department, was in charge of the sessions. Mr. Eddy will visit San Francisco and then will return to Hartford.

Otto Krueger Nominated

Otto Krueger was recently nominated on the Republican ticket for reelection as North Dakota commissioner.

Death Takes Crawford, Famed Insurance News Man, at 82

William Sterling Crawford, insurance editor emeritus of the New York "Journal of Commerce," and perhaps the most renowned fire and casualty news writer and observer and news handler of all time, died at Roosevelt hospital at New York, Saturday, at the age of 82. His health had been failing for several months but almost until the last he kept his hand in by writing observations on the current insurance scene in the light of his observations of insurance happenings over better than half a century. Much of what he had been writing lately was particularly illuminating because he had the faculty of tracing the historicity of current events and relating present day questions to those that had gone before and that were beyond the memory of most of the insurance leaders of the day. His memory was remarkable and at his advanced age he continued to write with the same clarity that had characterized his work in his younger days.

Mr. Crawford had been appointed insurance editor emeritus of the "Journal of Commerce" last May 6. He had just prior to that completed 29 years as the insurance editor, having started in 1919.

Author of Two Books

On two different occasions his articles were put together in book form, the first, "The Background of Fire Insurance," which was being published in 1932. The second, "By-lines by Crawford," was published last year.

Mr. Crawford was born in 1866 at Cleveland and was graduated from Ohio State University in 1888. His father was a horticulturist and he worked with his father for a time but he entered newspaper work in 1889 with Marcus Daly's "Anaconda Standard" as correspondent and circulation man at Missoula, Mont. For a brief period he was city editor of the "Evening Mail" of Boise, Idaho, and then became legislative reporter for the "Morning Statesman" of Boise. In 1892 he married Miss Josephine Stewart, daughter of an Episcopal minister of Missoula and they marked their 50th wedding anniversary in 1942. Mrs. Crawford died in 1943.

In 1893 Mr. Crawford returned to Cleveland to join his father and for four years aided in raising strawberries and gladioli. Thereupon he returned to the newspaper business with the old "Ohio Underwriter," which subsequently became "The National Underwriter." He at first looked after the publication of the state insurance directories. From about 1899-1902, he was a life insurance salesman and also engaged briefly again in horticultural work but he finally devoted his entire time to the "Ohio Underwriter."

Moved to Chicago

When the "Ohio Underwriter" was moved to Chicago and became the "Western Underwriter" Mr. Crawford became associated with C. M. Cartwright, the managing editor. At first he covered life insurance news and then from 1909 to 1917 he devoted his attention primarily to casualty and surety matters. He envisioned the future that was ahead in this branch of the business and steeped himself in it.

In 1917 Mr. Crawford became Chicago correspondent of the "Insurance Field" along with the late Thomas R. Weddell and they also published the old "Insurance Post." In 1919 he made his move to the New York "Journal of Commerce."

Mr. Crawford was a member of the Society of Silurians, an organization of newspaper men with 25 years or more experience in New York. He was recently made a life member of the Blue Goose.

There are two daughters, Mrs. Margaret Crawford Sprowls of Akron, O., and Jean Crawford of New York, and

a son, Gordon Stewart Crawford, who is a master at Kingswood school at Hartford.

The family requested that instead of flowers, donations be made to the New York Cancer Fund.

PERSONAL SKETCH

By C. M. CARTWRIGHT

The death of William S. Crawford, insurance editor emeritus of the New York "Journal of Commerce" and editor of the insurance news department for many years, brings to mind the fact that he was probably by personal and business reputation the best known man in the country in insurance publishing.

In recent years, Mr. Crawford wrote considerable of what we newspaper men call by-line material. That is, he would sign his name to the articles he wrote. The publisher of the "Journal of Commerce" issued in booklet form most of Crawford's recent by-line material and it proved a best seller so far as insurance was concerned. Mr. Crawford had the confidence of the insurance people. They knew that he could be trusted and, therefore, they did not hesitate to write or talk to him in strict confidence. Even up to a few weeks ago he gathered some by-line material and sent it to his office.

Located Near Cleveland

Crawford in his early days was located near Cleveland, where his father had a gladiolus farm. Crawford worked hard with his father and thus he got practical business experience.

It's interesting when we review the life of people how much luck, choice of what we do or what we say and where we go has to do with our future. Crawford finally concluded that he was not adapted to the gladiolus development. He went out west to Butte, Mont., and got a job as reporter. He also did some reporting work in Idaho. It occurred to him later that he would travel faster if he worked in a different part of the country. A friend of his suggested that he go to Cincinnati. This he did in 1899. He had a letter to the editor of a beer magazine. He did not have any place for Crawford but he said that there was a young fellow that he had just met that was starting an insurance paper at the then 413 Vine street.

This man did not know the name of the insurance paper owner. Crawford,

Mr. Cartwright, who is approaching 79 and who is now completely lacking in vision, was impelled to dictate these observations about his old associate and friend, Mr. Crawford, when he learned of his death. Mr. Cartwright was proud of the eminence that Mr. Crawford attained and of the fact that his insurance journalism roots were with THE NATIONAL UNDERWRITER. Mr. Cartwright recalls with affection many of Mr. Crawford's distinguishing characteristics and in searching the past for these observations he brought up memories that caused him alternately to praise and to chuckle.

therefore, found that the man's name was E. J. Wohlgenuth. Mr. Wohlgenuth had quite a conversation with Crawford and concluded that he was the type of man that would be helpful. He put him on the payroll and started him traveling in Ohio for the Ohio insurance directory, or what we call the Ohio Hand-book, which he had acquired. He told Crawford in his travels to pick up as much news as he could. He said to

(CONTINUED ON PAGE 15)

Practice-of-Law Decision Stirs Agents' Interest

The appellate division's decision that Bernard Bercu, New York City accountant, was guilty of illegal practice of law has stirred up considerable interest among life agents because of the numerous occasions on which they may be tempted to offer advice or answers to questions that might get them in similar trouble. Mr. Bercu is appealing to the court of appeals. The New York County Lawyers Assn. brought the suit against Mr. Bercu and their action indicates they would take the same steps against life agents caught in a similar situation.

Whenever an accountant in preparing a tax return, or any other statistical statement for a client acts upon his best judgment as to the law involved in preparing the statement he is not practicing law. However, should his opinion be asked upon a point of law and he gives that opinion as a matter entirely separate from any actual preparation of a statistical statement, he is practicing law. This is the gist of what the appellate division, first department, said in the Bercu case.

Excerpts From Decision

Disregarding the adequacy or accuracy of the advice given, the court held that the decision must rest on the nature of the services rendered and whether they were legal or accounting services. It is not expected or permitted of the accountant to give legal advice which is unconnected with accounting work; a taxpayer may leave the entire preparation of the tax return to his accountant, legal incidents included; when, however, a taxpayer is confronted with a tax question so involved and difficult that it must go beyond a regular accountant, public protection requires that such advice be sought from a qualified lawyer, the court said.

Slattery Agency V.P. of Nat'l of Vt.

D. Bobb Slattery, superintendent of agencies of National Life of Vermont, has been elected vice-president and superintendent of agencies. He is associated with Vice-president Edward D. Field, chairman of the insurance committee, who for many months has been curtailing his activities because of illness.

In his early years in insurance, Mr. Slattery was in the auditing department of Penn Mutual, first at the home office and then in a traveling position. In 1928 he was made manager of the direct mail advertising department. In 1934 he became assistant to the agency vice-president. Mr. Slattery went from Penn Mutual to National Life, becoming assistant to the vice-president and in 1941 became director of agencies as well. He was later made superintendent of agencies.

D. B. Slattery



P. C. Campbell, general agent of Philadelphia Life at Danville, Pa., has completed 1,000 weeks of consecutive weekly production and leads the entire field by a wide margin in the Appa-Week Club. He usually writes two or more cases each week. He has been among the company's 10 leading producers for the last 20 years besides managing a successful agency.

Sterling of Chicago has been licensed in Virginia to write life, accident, health and hospitalization business.



WHERE THERE ISN'T A WILL . . .

Where there *isn't* a will there's a way—the same old axiom with a slight negative change—but a change that is of great importance to the underwriter who approaches other than wealthy prospects.

Because "the importance of drawing up a proper will" can be used even more effectively to approach prospects who are not well-to-do—prospects who are likely to answer, "I have no need for a will since I have no estate or property."

Ponder that answer...that man is admitting this *his family has absolutely no protection in the event of his death*. Demonstrate this, and convince him that only through Life Insurance can he build an estate that will guarantee his loved ones security.

Where there isn't a will there's a way!

Insurance in Force—May 31, 1948—\$363,578,312

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

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Mail Order Group Perfects Setup

Directors of Assn. of Insurance Advertisers had a meeting at the Stevens hotel, Chicago, Monday and perfected the organization. Previously in Washington tentative proposed by-laws had been submitted to the Post Office Department and it is understood that the latter made certain suggestions. These were incorporated in the final by-laws which were ratified by the directors at Chicago. Also the code of ethics that had been shaped up, was officially approved. This is a group of about 15 companies operating under the mail order system, principally in the A.&H. and hospitalization field that are undertaking to conform their advertising and practices to a pattern that is acceptable to the Post Office department and the federal trade commission. Wendell Berge, former assistant U. S. Attorney General in the anti-trust division, is the general counsel.

MAKE SUBMISSIONS

WASHINGTON — Mail order insurers are understood to have submitted advertising material for consideration in connection with their proposed fair advertising code for benefit of the Post Office Department and proposed trade practice code for the federal trade commission.

Mr. Berge is going over the advertising and advising on it.

After interviewing federal trade commissioners, Mr. Berge believes his request for a trade practice conference under auspices of FTC for mail order companies will be granted.

Treasury Contemplates No New SS Ruling on Agents

WASHINGTON—In view of a recent internal revenue bureau ruling concerning the status of certain musicians for purposes of federal employment and social security taxes, inquiry was made at the bureau as to whether new rulings were contemplated with reference to insurance agents and other groups of workers that have been involved in controversies over their status with relation to social security taxes and benefits.

A bureau official indicated the feeling there that its position as to agents will "probably" continue the same as it was before the Supreme Court decisions in the Bartels, Silk and Greyvan cases. Therefore, no new ruling was contemplated, it was stated. Enactment of the Gearhart resolution apparently has not changed the bureau's attitude on these matters.

Montgomery Again Selling

Harry V. Montgomery, former life general agent prior to entering war service, and for the last year associated with a large San Francisco public relations organization, has returned to the business. He has joined the brokerage firm of Wattis & Co. in San Francisco and will develop life and group business.

162 Qualify for Ill. Round Table

One hundred sixty-two Illinois agents have qualified for the 1948 Illinois Round Table, 43 being life and qualifying members, 26 life members, and 93 qualifying. It has a quarter-million dollar production requirement and is sponsored by the Illinois association.

Burch Speaks in Okla.

E. W. Burch, Oklahoma attorney, gave a concrete explanation of provisions of the U. S. tax law at a meeting of the Oklahoma CLU chapter held in Oklahoma City.

Tibensky Goes with Todd

Leo T. Tibensky, insurance officer for veterans administration, has left to join John O. Todd & Associates, general agents of Northwestern Mutual Life in Chicago.

Notable Liberalization in Hospital Policies Reported

Hospital insurance policies being written today by member companies of H. & A. Underwriters Conference are generally much broader, contain fewer exclusions and limitations, provide greatly increased coverages and are much more favorable to the policyholder, according to a report of the conference hospital insurance committee. The committee, of which Irvin A. Weaver, Secured Casualty, is chairman, made an analysis of present individual hospital policy forms written by conference companies and compared it to a similar analysis made in 1945.

The comparison reveals several notable changes and improvements in the past three years in giving broader coverage and increased benefits to the policyholder with little increase in the premium.

Mr. Weaver reported that the number of policies written for \$3, \$4 and \$5 per day benefits has decreased substantially and those paying \$6, \$7, \$8 and \$9 per day have correspondingly increased, showing a definite trend towards more complete coverage in line with the higher daily hospital rates that are now being charged.

Indemnity Limits Increased

Limitation of full benefits for any one accident or illness to 21 days, 28 days and 30 days has apparently been supplanted (in approximately 50% of the policies analyzed) by limits of 45, 60, 70, 90, 100, 120, and 180 days.

The former survey showed less than one-third of the policies paying full daily benefits regardless of the actual amount charged by the hospital, while the present survey discloses a majority of the policies paying on that basis.

In the early survey 40% of the policies analyzed fixed the period for which full benefits are paid on a basis of "any one policy year" or 12 consecutive months, while now only about 9% of the policies follow this procedure. The others (91%) pay the limit specified for any one accident or illness.

The former survey showed that more than 40% of the policies definitely set up minimum requirements of from 12 to 24 hours in the hospital in order to establish a valid hospital claim, whereas that percentage in the present survey is less than 26%.

More Have Incontestable Clauses

The percentage of policies carrying an incontestable clause has increased from 18% in the original survey to approximately 42%. Grace periods for payment of premiums are also becoming much more prevalent, with 51% three years ago and 70% at present.

While only approximately 32% of the policies in the original survey paid miscellaneous hospital expenses on an unallocated basis, more than 57% are now in that category. Among companies still paying miscellaneous hospital expenses on an allocated basis, the new survey shows a very definite trend towards higher amounts for individual items and in many cases the removal of specific limits for certain items of such expenses.

There is a very substantial increase in surgical schedules paying higher amounts and a corresponding decrease in those paying very low amounts. For example, three years ago, only approximately 16% of the schedules submitted were paying \$100 or more for an appendectomy. Now more than 35% have

(CONTINUED ON PAGE 16)

Union Fracas May Snarl Wage Talks

PITTSBURGH — The secession of local 65, comprising nearly 1,000 industrial life agents in western Pennsylvania and West Virginia, from the C.I.O. United Office & Professional Workers of America, promises to complicate salary negotiations with companies writing industrial. The agents are still under U.O.P.W.A. contracts with companies, including Metropolitan, Prudential and John Hancock. Prudential's contract expires Oct. 1. All-States Life has already notified the new union which local 65's members formed that it will recognize and bargain with the new organization. Wage negotiations with this company were scheduled to start this week.

The fracas has reached such a pitch of bitterness that the U.O.P.W.A. has charged, in a federal court action, four former officers of local 65 with illegally taking \$4,000 in funds and office equipment. This alleged misappropriation of funds and property, according to the U.O.P.W.A., occurred when the agents bolted the national union and joined the C.I.O. United Paper Workers.

Seek Damages From Four

In addition to a return of funds the suit asks damages from Vade Meanor, former local 65 president; R. R. Randlett, an organizer; Charles G. Heisel, former U.O.P.W.A. regional director, and Joseph Bonistalli.

John J. Stanleyband, international secretary-treasurer of U.O.P.W.A., also charged that the defendants held an illegal union meeting to vote disaffiliation. Heisel said the change was made because the agents could not follow the union policy and "the party line" of U.O.P.W.A., a reputed left-wing union whose officers have so far refused to sign the non-communist affidavits required by the Taft-Hartley law.

Joseph H. Levy, president of U.O.P.W.A., said money damages are being sought on the grounds that the four defendants violated their oath to the union.

Ignatius Brennan, a Lawrenceville agent who heads an effort to reorganize local 65 within the U.O.P.W.A., said new officers "loyal to the U.O.P.W.A." would be chosen by that group. He denied claims of the insurgent officers that a large number of agents had quit the U.O.P.W.A., and he declared that United Paper Workers has enrolled only a minority of the group.

Former officers of local 65, however, say that the break was made legally and that they have the backing of the majority of the membership.

Finds CSO Rates Have Not Reduced Sales

New rates based on the CSO mortality table have had no appreciable effect on the sale of insurance, according to figures released by Provident Mutual Life. Paid sales for the first six months of 1948 amounted to \$56.4 million as against \$56.2 million in the corresponding period of 1947.

Insurance in force increased from \$1,264.3 million at the beginning of the year to \$1,294.2 million at June 30.

Biggest switch in the field of new investments occurred in corporation bonds. Total purchases of such bonds amounted to \$34.3 million for the year to date as against \$12.6 million for the first half of 1947.

Lemmon Trust Council Head

Los Angeles Life Insurance & Trust Council elected as president Russell C. Lemmon, Farmers & Merchants National Bank.

During the year the council added 30 members to its roster making the total 73. Sidney Krystal, tax attorney, was the speaker on "Tax Availability of Inter Vivos Trust for Minor Children."

Retired at 42

Benjamin Franklin was always very proud of his original trade which was that of printer. He was an active printer in Philadelphia from 1728 to 1748, during which 20 years he was involved in so many other interests as to earn a great reputation for versatility. He remained in the printing partnership on up to 1766 and in Europe continued work with the presses.

At this time of the 200th anniversary of Franklin's retirement from printing, life insurance men might well think of him. We have much to do with men who look forward to retirement with the hope of having leisure time in which to engage in many interesting pursuits.

Franklin retired from active printing when he was 42 years of age but went on into some of the most useful work of a brilliant career, especially in statesmanship. But busy as he was, he still thought of himself as with his original occupation. The first words of his will read: "I, Benjamin Franklin of Philadelphia, Printer."

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Graham, Hall Retire from Equitable Society

W. J. Graham, vice-president, and Frank D. Hall, 2nd vice-president, have retired as officers of Equitable Society.

Mr. Graham, one of the most widely known executives in life insurance, had been with Equitable since 1911. He started in insurance as actuary of Sun Life of Maryland in 1895, joined Metropolitan Life's actuarial staff in 1902, became consulting actuary of the American School of Insurance in 1905, served as actuary in joint charge of the life insurance investigation for the western and southern states in 1905-06, became vice-president



W. J. Graham

and director of Northwestern National Life in 1906 and joined Equitable Society in 1911 as western superintendent of agencies at Chicago.

In 1912 Mr. Graham went to the home office as superintendent of the group department. He became 3rd vice-president in 1918, 2nd vice-president in 1920, vice-president in 1929, and in 1937 was elected a director and given charge of all agency activities, both group and ordinary. He is a fellow of the Actuarial Society. He headed the Insurance Institute of America 1934-36 and the American Management Assn. 1930-34. He served as treasurer of the New York State Chamber of Commerce and treasurer and director of American Arbitration Assn. He is the author of "The Romance of Life Insurance," contributed an article on group insurance to the 50th anniversary number of THE NATIONAL UNDERWRITER, and presented a paper on group insurance at the recent British Institute of Actuaries centenary in London.

Mr. Hall became supervisor of Equitable's western mortgage department at San Francisco in 1930 after having made a mortgage survey for the company on the coast. In 1932 he became chief appraiser at the home office and 1947 2nd vice-president with responsibility for appraisals and real estate investments. He attended Oklahoma A. & M. He has joined the Brooks-Harvey investment firm of New York City as vice-president. Before going with Equitable he was in the investment business in Wichita for some years.

West Given Jurisdiction Over All North Carolina; De Busk Named in El Paso

Edward J. West, Aetna Life general agent in Raleigh, N. C., has been named general agent for the entire state. Up to now his territory has been eastern North Carolina. A sub-office will be maintained at Charlotte supervised by the Raleigh office.

Mr. West has been general agent for Aetna at Raleigh since 1946. A native of St. Louis, he entered insurance with New York Life in 1923, being cashier at Oklahoma City and later agency organizer. He joined Aetna in 1943, as assistant general agent at Tulsa, was transferred to the home office in 1946 as agency assistant, and then was an instructor in the home office school before appointment to Raleigh.

Robert De Busk, assistant general agent at Kansas City, has been appointed general agent in El Paso to fill the position vacated by J. M. Caldwell, who recently became general agent at Denver.

Mr. De Busk has been assistant general agent in Kansas City since 1947. He joined Aetna as agent at Los Angeles in 1946 after separation from the army air corps.

He is a graduate of New Mexico College of Agriculture & Mechanical Arts with the B.S. degrees in biology and agriculture. He entered the army early in the war I and became a lieutenant colonel.

Honor N. Y. City Leaders

Special awards recently were presented to five New York city area agents of the Security Mutual Life of Binghamton, N. Y., division leaders in a contest honoring Superintendent of Agencies F. Leon Mable. Individual awards were presented to M. A. Rosen, Irving Richman, Erich Courant, Richard A. Spier and Leo H. Waldman, all of the Henry Levine agency.

Henry W. Allen, former Wichita general agent of Mutual Benefit and prominent in civic and political circles, celebrated his 87th birthday July 6. Mr. Allen, father of Gerard Allen of the Northwestern Mutual, Wichita, is still an active producer in spite of losing his sight some years ago.

Insurers Wary of Future Marital-Deduction Woes

See Adverse Reaction Should Special Options Fail to Cut Tax

Tax Lawyer Urges Caution Regarding Amended Section

Life companies appear to be taking a cautious and highly conservative attitude toward changing their settlement option practice to permit wider use of the marital deduction by policyholders.

One point that comes up in some states is whether under state law and/or court decisions a life company has the power to permit a beneficiary to appoint secondary beneficiaries. The beneficiary's power to appoint second takers is a vital point in connection with the marital deduction.

Companies naturally do not want to add to their present high cost of doing business by wholesale revision of settlement agreements when the process is either needless or will probably have to be changed in a few years as court decisions alter the application of the tax law but the big thing is avoiding a bad reaction among policyholders. Many home office executives can still remember how buyers felt when the combination life insurance and single premium annuity policies they had bought were declared by the courts to be without the special tax advantage for which they had been bought.

The situation has caused a number of companies to warn their agents not to make any representations that could be taken as legal advice on what can or cannot be done under the 1948 revenue act and its amendments. Some companies are even emphasizing in their communications to policyholders that anyone interested in changing his insurance set-up to take advantage of the marital deduction should by all means consult a lawyer.

DEDUCTION RIDER

Perhaps the most common circumstance in which qualification of insurance for the marital deduction is being sought under the federal estate tax is that in which insured has named his wife as primary beneficiary and children or grandchildren as contingent beneficiaries. What he needs is a simple endorsement that will effect this qualification without change in the contingent beneficiary arrangements. At the same time the company wants something that will not impose an administrative burden.

Endorsements developed by several companies meet this need by providing the surviving spouse the exclusive right to change the contingent beneficiaries to the estate of the surviving spouse. Most companies now have issued such endorsements, each in its own language.

One such endorsement reads: "The Life Insurance Company is hereby authorized and requested to amend contract on the life of.....under Policy No....."

"The rights and interests of all beneficiaries shall be subject to the following provisions:

"The right is hereby granted to the insured's wife,, to elect after the death of the insured to remove entirely all contingent beneficiaries so that said wife shall be the last surviving beneficiary and to provide for the payment of any amount payable by the terms of the policy on her death in one sum to her executor or administrator. The said wife is hereby granted the further right to revoke an election so made on the condition, however, that such revocation shall restore the provisions for settlement in effect prior to such election. Such rights of election and revocation may be successively exercised. Such rights of election and revocation shall be personal to said wife and each such

(CONTINUED ON PAGE 10)

While the amended section 812(e)(1)(G) of the internal revenue code is being hailed with joy by most agents because it assures the privilege of using the interest option without voiding the marital deduction, the amendment contains further provisions which call for a stop, look, and listen attitude, according to Bert C. Bentley, Chicago tax lawyer, who recently gave a series of lectures on the 1948 tax law. Mr. Bentley was asked by THE NATIONAL UNDERWRITER for his opinion on the effect of the latest amendment.

"The original section," Mr. Bentley pointed out, "required that the surviving spouse have the power to appoint all amounts payable from an insurance contract after her death. The amended law makes an important change by providing that the surviving spouse must have the power to appoint all amounts payable under the contract. This power might be exercised by assigning installment payments or interest payments to some other payee. The question, of course, then arises: Will the insuring company recognize such an assignment?"

What Amended Section Provides

As originally passed, the 1948 revenue law required the widow to have power of appointment over proceeds remaining after her death if the marital deduction were to apply to installment option. Under the amended section she must be given the power of appointment applying any time after the insured's death in connection with any type of insurance income payments. Mr. Bentley said that perhaps it would not be necessary to give her the right of withdrawal but it would be necessary to give her the power over interest income.

As to the fact that the law is now amplified to apply to both annuity and endowment contracts, Mr. Bentley said that ordinarily the insured under an endowment contract collecting proceeds after maturity is treated as being the primary beneficiary and many companies have severe restrictions regarding the payment of proceeds to a secondary beneficiary. He pointed out that if the insured should be compelled to make an irrevocable choice of a settlement option there might be many cases where a marital deduction would be lost.

"The expanded law also applies to insurance owned upon the life of another where the insured dies while the owner is still living," Mr. Bentley said. "Under those circumstances the owner might select an installment or interest option naming her or his spouse as a secondary beneficiary. Any such selection ought to be subject to change and must be very carefully worded if it is desired to take advantage of the marital deduction when the owner dies."

Statement in Committee Report

"The committee report contains a very significant statement reading as follows: 'In order to qualify for marital deduction the requirements of Section 812(e)(1)(G) must be met by the terms of the contract, viewed as of the date of the decedent's death.' The statement must be carefully interpreted. In ordinary cases the 'decedent' referred to in the statement would be the insured but where the decedent owned insurance on the life of a third person then the 'decedent' must be construed as meaning the owner. Some interesting questions are going to arise when the owner dies while the insured is living. Just how to make the cash value qualify for the marital deduction is somewhat of a puzzle."



LAST WEEK WE HAD A FEW REMARKS TO MAKE ABOUT WHEN YOU PAY MONEY TO A DOCTOR, YOU WANT TO GET WELL, AND SO ON AND THEN WHEN YOU SPEND MONEY WITH R & R, YOU LIKEWISE WANT RESULTS.

SO WE ARE GLAD TO TALK AGAIN ABOUT RESULTS—this time our letter comes from W. H. Alley of Tulsa, one of Ed Stepp's "Tax & Business Ins. Course" boys. Writing to his teacher, Mr. Alley says:

"YOU KNOW WE have to see ten partnership prospects and report. When I had finished the partnership text, I listed my prospects and went to work. Total sales on the group were \$144,000."

"IS IT ANY wonder I tell you that my work with R & R has been one of the grandest things that ever happened to me—it's been worth a million in the feeling of new sales strength it has given me."

YOU SEE THE R & R PROGRAM IS A "STUDY AND WORK" PROGRAM. FIRST STUDY, THEN FIELD WORK, THEN REPORTING TO US—AND THE EARNEST MAN ALWAYS PROFITS—SOMETIMES AS IN THE CASE OF MR. ALLEY IN SURPRISINGLY LARGE MEASURE.

PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

July 23, 1948

Strong Program for Northwestern Mutual Meeting Announced

Expect Record Attendance at Agents' Convention
July 26-28

MILWAUKEE—Having completed another banner year of achievement, field men of Northwestern Mutual Life from the 42 states in which the company operates will come in large numbers to attend the annual convention of the Assn. of Agents here July 26-28. Because of the large crowd of agents and wives that will attend, the opening session will again be held in the Riverside Theater in downtown Milwaukee. Marne A. Carroll, general agent Oshkosh, Wis., will open the meeting as president of the association. There will be a surprise element not as yet disclosed, after which will come a moving, dramatic presentation based on actual life experiences, written by Laffin C. Jones, assistant director of agencies. This presentation and the annual president's address by Edmund Fitzgerald which will follow, will show life insurance and the Northwestern Mutual in action. It will give an understanding and a conviction about life insurance that will be of inestimable value to the underwriter and his wife.

Present Basic Points

J. Robert Guy, New York, chairman of the standing committee, will preside at the Friendship luncheon Monday noon for those attending their first meeting. Honor men will be hosts and F. R. Olsen, general agent Minneapolis, will talk to the men young in the business about what it takes to get started and what lies ahead.

Wives of agents will be guests at a luncheon at Milwaukee Country Club, with Mrs. Howard J. Tobin, wife of a company vice-president, in charge. Harold Gardiner, educational director, will do an "Information Please" with a panel of wives of Northwestern leaders. Guest speaker will be Merle Miller, an editor of Harper's.

Three practical sessions for agents specializing in different fields will be held concurrently at the home office Monday afternoon. W. J. Snively, Janesville, Wis., will present at the rural session, speakers at which will include G. Wendell Dygert, Angola, Ind., L. E. Moline, Sioux Falls, S. D., and Lowell P. Schwinger, Waterloo, Ia., all highly successful producers in this field.

Another session will be devoted to "The Artistry of Selling" to show step by step the basic selling process and essential steps in client building. Frank Bowen, Charleston, W. Va., will handle the artistry of getting the facts; Hal L. Nutt, Chicago, will discuss the analyzing of the prospect's picture, determining the solution and organizing the presentation; with F. A. Morse, South Bend, Ind., discussing closing. Chairman of this group will be Deal H. Tompkins, Charleston, W. Va.

The third group will be a round table on employee trusts, with E. T. Proctor, Nashville, as chairman. Speakers will be Verne Arends, assistant secretary, home office; W. F. McMartin, New York; J. N. Weeks, Columbus, O., and E. A. Hasek, Kansas City, Mo.

Monday evening the association will give its garden party at the Civic Auditorium, in charge of H. J. Schwahn as chairman, featuring entertainment and dancing to Henry King's music.

Tuesday morning E. T. Proctor will preside at the general session at which

"Life" magazine's dramatic picturama, "The New America," will be shown. Speakers will be Howard Goldman, Richmond, Va., discussing the 1948 Revenue Act and its potentialities from a new business standpoint, and Harry Krueger, New York, discussing options of settlement under present conditions.

Two concurrent meetings at the home office are scheduled in the afternoon. Sales Ideas That Sizzle will be presented by Elmer V. Gettys, Toledo; Mrs. A. S. Liston, South Bend; H. J. Stoltz, Normal, Ill., and E. H. Latimer, Wausau, Wis., and Royall Brown, Winston-

Salem, N. C., as chairman. Deal Tompkins will be chairman of the business insurance seminar, featuring two experts in this field, Julian D. Walter, Chattanooga, Tenn., and J. Lowell Craig, Indianapolis.

The presentation of awards to honor men by Grant L. Hill, vice-president and director of agencies, usually made at the opening session, will this year be a feature of the company banquet Tuesday night at the Civic Auditorium.

The Half-Million-and-Over breakfast will be held at the Milwaukee Athletic Club Wednesday morning. The general

session at the home office will be in charge of Nelson Phelps, Chicago general agent. A feature will be the presentation of over 60 Northwestern agents each of whom has paid for over \$10,000,000 in the company since joining it. Herman Duval, New York, heads this group with a total of over \$48,600,000. E. B. Redfield, Jr., Boston, will address this session as a representative of the Million Dollar Round Table group, and Norman Hill, Seattle, will speak for the \$10,000,000 group. The closing speaker will be Grant L. Hill, vice-president and director of agencies.

Congratulations.....



to The Home Life Winners of the NATIONAL QUALITY AWARD

Qualified for Four Consecutive Years — 1945, '46, '47, '48

Albert, Charles S.
Benjamin, Ike
Bruehl, W. A. R., Jr.
Coles, John H.

Cundey, Stanley I.
Daly, Peter F., Jr.
Davy, Elmer F.
Friedler, Frank, C.L.U.
Hamilton, Harry Lee, C.L.U.

Holland, Edward T.
Joseph, Lillian L.
Lake, Kenneth E.
McKnight, John A.
Minuskin, Leo

Moore, Fred R.
Morris, Arthur P.
O'Reilly, Henry F., Sr.
Resh, Frank S.

Qualified for Three Consecutive Years — 1946, '47, '48

Chamberlain, J. Seymour
Dudley, James S., Jr.
Evans, William A.
Grove, Paul F.

Gundaker, Robert H.
Kenyon, Roy V.
Loft, Louis, C.L.U.
Newton, Walter S., Jr.

Perlman, Milton, C.L.U.
Poeschel, Harold P.
Preble, Warren H.
Reynolds, Charles C.

Steinhofer, Charles F.
Stocker, Allen A.
Thomas, Paul R.
Warner, James H.

Qualified for Two Consecutive Years — 1947, '48

Baer, Stanley
Bolton, William T.
Bouchard, Roderick C.
Buhles, Herman, Jr.
DuVal, Robert B., C.L.U.

Freedenberg, Louis
Grier, Hilton M.
Hester, Hayden P.
Landers, John D.
Lyons, Robert N.
Mackey, Lantz L., C.L.U.

Marks, Bernard M.
McCann, James J., Jr.
Miramon, Ernest J.
Nelson, Vincent L.
Orth, Joseph B.
Ray, Russell L.

Robbins, J. Roy
Robbins, Warden S.
Rouse, Raymond C.
Royse, Donald J.
Winder, Robert E.

Qualified in 1948

Adam, Alvah B.
Baldwin, John K.
Bentz, C. William, Jr.
Brenner, Daniel J.
Carnright, William E.
Christiansen, Arnold G.
Ellis, Raymond C.
Ellsworth, John S.
Evans, John W.
Farrell, Charles C.
Ferrell, William B.

Ferris, Elliott L.
Finch, Bradford D.
Gordon, Bernard
Gorman, Jerome C.
Irvin, Walter F.
Jamieson, David F.
Jeffries, Robert J.
Landry, Henry E., Jr.
Long, Raymond D.
Long, Richard E.
Lynch, David D.

Lyons, Edgar E.
Marfield, Elliott M.
Martin, James R.
Massengale, Walter R., Jr.
Orvos, Paul J.
Packal, John A.
Pruett, John L.
Saint, Paul F.
Scott, Nathan
Smith, Alan L.
Stein, Louis R.

Stowe, David C.
Taylor, James B.
Taylor, Samuel C.
Tinstman, John C.
Underhill, F. Hopewell, C.L.U.
Warden, William S.
Weber, Bernard J.
Wittenmeier, Joseph J.
Zobler, Morley M.

And congratulations also to the Life Insurance Agency Management Association and to the National Association of Life Underwriters, for their sponsorship and development of the National Quality Award.

HOME LIFE INSURANCE COMPANY

JAMES A. FULTON
President

256 BROADWAY, NEW YORK

WILLIAM P. WORTHINGTON
Agency Vice President

"A Career Underwriters' Company"

Wis. National Mackinac Gathering Is Stimulating

By RUTH CARTWRIGHT

MACKINAC ISLAND—With a program rich in information and inspiration, highlighted by outstanding speak-

ers in many fields, Wisconsin National Life held its 1948 agency convention here Monday, Tuesday, and Wednesday. About 135 leading agents with their wives were on hand to enjoy both the

business sessions and the recreational delights provided by the Grand Hotel: Swimming, golf, tennis, bicycling and carriage drives through cool pine forests to historic spots of this turtle shaped island ringed by the sapphire straits.

Variations on the theme of friendliness, inspiration and education followed the welcoming address Monday morn-

ing by Gerry A. L'Estrange, vice-president and agency director who presided at all sessions. Mr. L'Estrange announced that new paid life business for the first six months was \$5,822,115 and insurance in force is \$77,741,189.



R. P. Boardman



G. A. L'Estrange

Assets now exceed \$17 million. There was an increase in paid business for the first six months over the same period of 1947 of 25%.

Tells the Object

The object is to prevent the development of the disease, study all its ramifications and lessen suffering. By conducting new lines of attack on the problem of heart disease, high blood pressure and arterial sclerosis life insurance has made a great contribution to the public which exceeds the benefit to the industry itself.

Oscar A. Lichtenberger, treasurer, speaking on recent investment trends and their effects stated that companies must keep step with trends developed in other investment fields and realize that new opportunities must be made.

"We are now reducing low income government bonds and focusing attention on new fields of investment: Private placement business loans, real estate purchases, housing projects, mortgages on commercial and industrial properties and preferred and common stocks," he said.

"Our company has studied these new

(CONTINUED ON PAGE 10)

A CHALLENGE...

if you want **5 years'** growth in 1!

Grow Bigger and Faster with Sterling's

Active Lead Getting Program
Policyholders Leads
Biggest First Year Commissions
Vested Liberal Renewals

Top Complete Line of H&A—
Including Best Lifetime Income
Policy in the business; Hospitalization; Doctor's Bills Policy;
Fastest-Selling Life Policies—
including Juvenile and new,
unique Coupon Policy

All-out Cooperation unique in the business

GENERAL AGENTS...

The Sterling opportunity is a challenge to your ambition because

... the Sterling franchise in your territory can mean MORE MONEY for you right now and offers you the greatest opportunity to grow quickly, soundly and surely. ... top men are joining Sterling and are working with new enthusiasm for the greater success and prosperity that Sterling offers.

... if you have the experience, a proven record of success, and the ability to build a general agency, the Sterling proposition offers you the opportunity for FIVE years' growth in ONE year.

We'll tell you the answers—quickly. All replies confidential. Write today to ... L. A. Breskin, President, Sterling Insurance Company, 737 North Michigan Avenue, Chicago 11, Illinois.



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INSURANCE COMPANY
CHICAGO

"as solid and genuine as its name"



Branch Offices in the United States

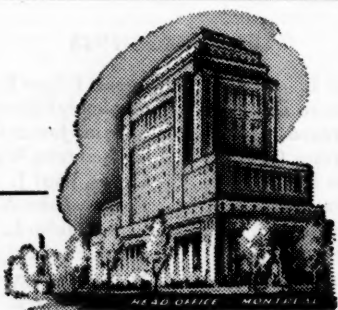
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WILMINGTON

SUN LIFE ASSURANCE COMPANY OF CANADA

Established 1865



ing by Gerry A. L'Estrange, vice-president and agency director who presided at all sessions. Mr. L'Estrange announced that new paid life business for the first six months was \$5,822,115 and insurance in force is \$77,741,189.

Assets now exceed \$17 million. There was an increase in paid business for the first six months over the same period of 1947 of 25%.

Klocks on Legislation

Clarence C. Klocks, legislative counsel of Northwestern Mutual Life, spoke about impending legislation before Congress.

"The report of the advisory council on social security, known as the Stettinius committee, is the unfinished business before Congress and the next six months will tell what position Congress will take on liberalization of old age and survivors insurance benefits and on the proposed plan for total and permanent disability coverage," Mr. Klocks said. He called attention to the spread of cash sickness disability insurance in the states, New Jersey having joined Rhode Island and California with a cash sickness plan this year. "The insurance industry will have to be more alert than it has been to the spread of compulsory government and state social legislation," Mr. Klocks emphasized.

"Do you want to learn more?" was the challenging subject of Allen C. Eastlack, vice-president and actuary of Wisconsin National.

Stresses Quality Business

Genuine interest in the investments and welfare of the company is a vital concern of the intelligent agent, Mr. Eastlack said. "Writing good quality business should be a major aim. Based on need, larger policies are also more desirable. The best way to achieve quality business and larger policies is by the use of the persistency rating chart. Study this thoroughly. It will show what factors affect quality and what class of prospects produce a quality business. Good, fair, and poor quality business is immediately reflected in the financial report of the company."

If 90% remaining in force after the first year is assumed to cost the company about 100%, then 80% in force will cost the company 112½%, only 70% in force costs 128.6%, if only 60% renews, the cost is 150%.

Mackey Is Dramatic

"Keep your policies sold," Mr. Eastlack concluded, so you will not have to be the sad bearer of news to the widow that her husband's policy had been allowed to lapse."

With evangelical enthusiasm Lantz L. Mackey of Detroit, general agent of Home Life of New York, demonstrated by piling six chairs on the speakers table in groups of three how the family and the business partnerships are built up and then suddenly dissolved by

death; (he crashed the chair on the floor to give the realistic impact of sudden death). "We are the only one who can save both the family and the business from ruin after the death of one partner," Mr. Mackey declared. He urged agents to study and learn all aspects of business life insurance. This field is of growing importance and full of unrealized potentiality for the enterprising agent.

Dr. E. B. Williams, medical director of Wisconsin National, emphasized that heart trouble is our number one health problem. He described the Life Insurance Medical Research Fund, of which Dr. Francis Dieuaide is scientific director, which is supported by 151 company members for the purpose of conducting research on heart and arteries, supporting institutions, and giving fellowships to qualified young research workers.

Tells the Object

The object is to prevent the development of the disease, study all its ramifications and lessen suffering. By conducting new lines of attack on the problem of heart disease, high blood pressure and arterial sclerosis life insurance has made a great contribution to the public which exceeds the benefit to the industry itself.

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"Our company has studied these new

(CONTINUED ON PAGE 10)



Building Successful Agencies Through...

Home Office Agents Schools

- BASIC TRAINING
- ADVANCED TRAINING

Modern Policy Contracts

- JUVENILE (Full coverage from Age 1)
- MODIFIED FORMS
- SUB-STANDARD

Attractive Compensation Plan

- COMMISSION
- OFFICE ALLOWANCE
- ORGANIZATION ALLOWANCE
- PERSISTENCY BONUS

Write

HARRY S. McCONACHIE
Vice-President

American Mutual Life

INSURANCE COMPANY
DES MOINES, IOWA

July 23, 1948

July 23, 1948

July 23, 1948

July 23, 1948

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July 23, 1948

Olson to Boston for Prudential

Laurence E. Olson, director of field training of Prudential, has been appointed manager of its Boston agency, effective Oct. 1.

A graduate of University of Kansas, Mr. Olson joined Prudential in 1940 as an agent in Kansas City. He became an assistant manager there and in 1945 went to the home office as supervisor. Since then he has served the ordinary agencies department in various capacities until Jan. 1947, when he became director of the field training division.

Mr. Olson will be succeeded as director of field training by William P. Lynch, who has been associated with him in his work. Mr. Lynch has been with Prudential since 1937 as an agent, inspector and district manager. In 1946 he was transferred to the home office and a few months later was named superintendent of agencies for the southern area. Recently he was assigned to the field training division. He is a C.L.U.

The agency will continue under temporary supervision of John Newman, assistant manager, until Mr. Olson assumes his new duties. Reginald D. Wells, the former manager, resigned a short time ago.

Selection Men Make Progress on Educational Plans

The joint educational and examination committee of Institute of Home Office Underwriters and Home Office Life Underwriters Assn. really is making progress under the able leadership of Pearce Shepherd, Prudential, it was stated by Robert B. Caplinger, Institute president, in a news letter. Following a committee meeting at Montreal in May, two man teams, one man from each of the two underwriting groups, are working on selection of material to be included in the syllabus, which is expected to be ready by Sept. 1 in time for fall study for those who have passed L.O.M.A. examinations 1, 2, 3, and 4 and wish to prepare for the underwriting examinations next May.

There will be two underwriting examinations of three hours each, on an equal level, Mr. Caplinger explained. Part I will be general, including financial and aviation underwriting, and underwriting of disability and double indemnity benefits. Part II will cover occupational and medical underwriting. Some attention will be given to industrial and group underwriting in this part. Either part I or part II, or both, may be taken.

Certificate will be issued jointly by both the Institute and Home Office Life Underwriters Assn. when both examinations have been passed.

Hutchinson to McKeesport

Alexander Hutchinson, division supervisor of Metropolitan in Penn State territory, was appointed manager of the McKeesport, Pa., district. He joined Metropolitan as agent at Poughkeepsie, N. Y., in 1933, was promoted to assistant manager there in 1937, and six years later was promoted to field training instructor in the home office. Then for about two years he was field training supervisor, then became division supervisor.

Indianapolis Life Picnics

More than 150 members of the home office staff of Indianapolis Life attended its annual picnic at the Indianapolis Country Club. Following a buffet dinner, Doyle Zaring, acting as master of ceremonies, assisted by Miss Olga Ilg and Miss Frances Kelley, distributed prizes to the winners in the various events. Edwin B. Raub, president of the company, spoke briefly a word of welcome.

Insurance Counsel Program Complete

The program has been completed for the annual meeting Aug. 2-4 of Federation of Insurance Counsel at the Grand Hotel, Mackinac Island.

Speakers the first day and their subjects are: Leonard Sanford, deputy commissioner of Michigan, "Functions of a State Insurance Department"; L. E. Brown, counsel of Michigan F. & M., "Recent Insurance Law of Michigan"; Nathaniel H. Goldstick, assistant corporation counsel of Detroit, "The Role of the Police Officer in Insurance Cases."

G. F. Purvis, Jr., Louisiana deputy commissioner, will lead off the second day with a talk on "New Legislation in Louisiana." Dr. A. P. Haake, consultant of General Motors Corp., will speak, and Charles A. Rooney, corporation counsel of Jersey City, will discuss "The Elastic Responsibility of the Statutory Insurer."

Frederick L. Spear of Spear & Lamme, Fremont, Neb., will talk on "Modern Applications of Lord Campbell's Act" for the only talk of the third day.

Grace Period Extended If It Ends on a Sunday

If the last day of the grace period falls on a Sunday the company must accept the premium if it is offered the following day, the Tennessee court of appeals has held in *Simpkins vs. Business Men's Assurance*, affirming the decision of the lower court. The insured, Elihue Simpkins, had a policy on which the last day of grace was Sunday, March 24, 1946. He had not paid the premium when he lost his life in a fire early on the morning of March 25. On that date, his mother, the plaintiff, tendered the premium due but it was refused.

The court held that the only question before it was: When the 31 days grace period expired on Sunday could the policy be kept in force by paying the premium on the following Monday?

No Provision in Contract

Pointing out that an insurance contract, if ambiguous, must be construed most favorably to the insured, the court stated that the contract made no provision to meet a situation where the grace period expired on Sunday. Under the Tennessee statutory law, the insurer could not legally transact its business in Nashville on Sunday. Hence the factual situation and the law would be to give only 30 days of grace if the insured were not allowed to pay his premium on Monday. Yet the contract allowed him a 31 day grace period. Hence, under previous decisions of the court, the tribunal felt that such a contract should be construed most strongly against the insurer.

The court cited from the *Cyclopedia of Insurance Law* a rule to the effect that if the day on which a premium is due falls on a Sunday, payment may be made on the following Monday, at least where no provision has been made for payment on Sunday, and that this arises from the fact that even if the premium were tendered on Sunday there is no obligation to receive it.

Great Growth in Colorado

The tremendous growth of the insurance business in Colorado in the last nine years is indicated in the annual report of Commissioner Kavanaugh. Total receipts for the fiscal year ending June 30 were more than twice those in 1939, when Mr. Kavanaugh became commissioner. Receipts were \$1,645,235 as compared with \$853,354 in 1939.

Premium taxes accounted for about \$750,000 of the department's revenue in 1939 as compared with more than \$1½ million in the last fiscal year.



1867 1948

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 81 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

EQUITABLE LIFE of IOWA

Founded in 1867 in Des Moines



THE NORTHERN LIFE INSURANCE COMPANY

Provides its Underwriters —

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
- A FULL Sales Kit, Including Life, Accident, Health, Hospitalization, Group Life, Group A & H, Salary Savings

Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa; or R. Robert P. Stearns, 2363-5 Guardian Bldg., Detroit 26, Michigan.

NORTHERN LIFE INSURANCE COMPANY

Established 1906

D. M. MORGAN, President

Home Office: Northern Life Tower
Seattle, Washington

★

LIFE * ACCIDENT * HEALTH

Issued together at a substantial saving,
or separately



EDITORIAL COMMENT

Proposal for a Government Actuary

The suggestion made by President M. A. Linton of Provident Mutual at the recent British Institute of Actuaries centenary that the United States should have a government actuary, as the British government has, seems an excellent one on its merits and on the reputation of its sponsor. With our government constantly getting deeper into matters that require the services of actuaries, it seems reasonable that there should be one actuary whose interest is not that of the social security board, the railroad retirement plan, National Service life insurance or any other section of the government's actuarial work but who would be thinking of the government as a whole and beyond that the general welfare of the entire country.

It is not going to be easy to get such a proposal adopted, particularly with all the vital safeguards that will be needed. Obviously, a man to fill such a high and quasi-judicial post must not only be of the highest integrity but of strong character, not satisfied merely to give sound and correct answers to questions but to battle for what he knows is sound against the organized ignorance of pressure groups.

It should not be difficult to find such a man in the ranks of qualified actuaries. It will probably be far more difficult to get him accepted by the political powers in control, both on the stage and behind the scenes. There are too many interests that are not looking for sound but for politically expedient answers.

A Chance to Build Good-Will

In the recent Oregon disaster New York Life promptly reassured its policyholders by notifying them in large advertisements in nearby papers that policyholders unable to pay their premiums because of the flood would have an extra period of grace. The company moved fast to get this information to its policyholders who might be approaching the last day of grace and be worried about their life insurance in addition to their other troubles resulting from the flood.

These advertisements not only reassured New York Life policyholders but built good-will for the company with the insuring public. Possibly other life companies ran similar advertisements. Certainly the allowing of extra days of grace was nothing extraordinary, for other companies followed the same procedure even though they did not notify their policyholders immediately through advertisements.

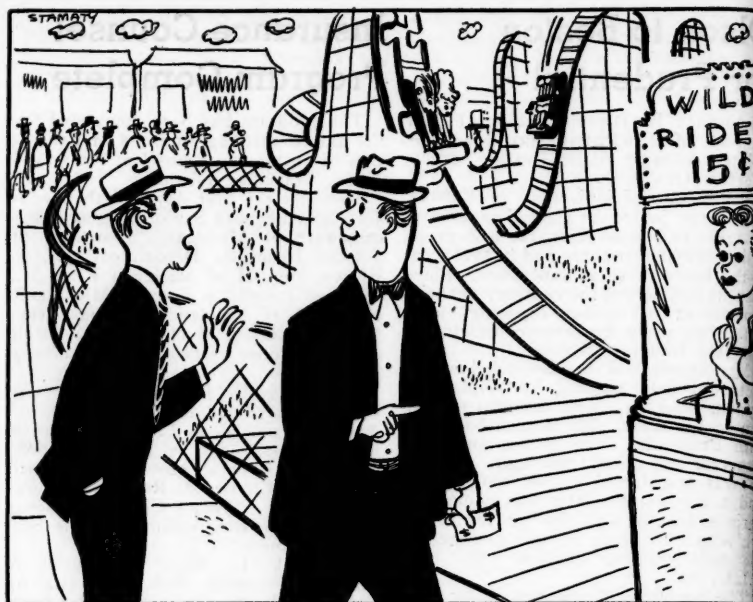
Probably most companies felt that policyholders knew that their insurers would take a reasonable attitude about a delay in paying premiums. Yet it is unfortunately true that many policyholders have the idea that life companies take a highly technical view about the conditions under their contracts and even a day's delay beyond the grace period would mean loss of the contract unless evidence of insurability could be shown. Here again, many policyholders feel that companies are going to be very finicky about the evidence they will demand on this point.

It seems as if advertising to allay the fears of already harassed policyholders

might well be a cooperative project among all companies which allow an extra grace period in emergency situations like the Oregon flood. It would be simple to get up a general newspaper advertisement which could be sent out in "mat" form leaving only a minimum of type to be set describing the local situation to which the advertisement was to apply. In this way copy could be more easily checked by whatever local managers or general agents were designated in advance to handle the local end of the project.

The fact that extending the days of grace is a rather obvious thing for companies to do should not blind them to the value of advertising their action. For example, a furniture store created a vast amount of favorable comment and good-will by advertising that anyone in the Vanport flood area who had lost any of his belongings which he was buying on the installment plan could consider that debt cancelled. People who stopped to think would probably realize that a furniture company would have some difficulty trying to repossess furniture that had long since floated away and that anyway the merchandise was in all probability covered by an inland marine floater policy, certainly an appropriate coverage in this case.

Nobody regarded the furniture company as making a virtue out of necessity and there would be still less reason to discount the friendly gesture of a life insurance company in extending the due dates for policyholders who were unavoidably delayed in paying their premiums.



"NO - I'M NOT GOING. THERE'S A SUICIDE CLAUSE IN MY INSURANCE POLICY, YOU KNOW."

PERSONAL SIDE OF THE BUSINESS

E. E. Tyree, Bankers Life of Des Moines, Paducah, Ky., and Mrs. Tyree were honored by their children, grandchildren and other relatives with a surprise barbecue dinner in celebration of their golden wedding anniversary.

Miss Marianna Clark Cox, daughter of **W. Howard Cox**, president of Union Central Life, and Mrs. Cox, has set Oct. 23 as the date of her marriage to F. C. Hiron, Jr., New York and Westbrook, Conn. The wedding will take place at Christ Church, Cincinnati.

Dorothy Siegfried, assistant librarian of Prudential, will make her network debut July 25, on CBS, singing on the Prudential "Family Hour". Miss Siegfried was this year's winner of the Griffith Foundation young artist award.

Aubrey H. Harwood, vice-president and counsel and a director of Pacific Mutual Life, has been appointed director of operations of Economic Cooperation Administration. He will handle approvals of European ECA purchases, transportation of Marshall plan goods, development of strategic materials overseas for American stockpiling and the aid provided by private voluntary groups in this country.

After service abroad in the first world war, he remained in Europe for 10 years, supervising family interests in machinery on which they held patents. His wife is of French nativity.

In the second war he was with the adjutant general's office and on his release as a major he was with the Treasury department before joining Pacific Mutual.

E. Paul Huttinger, second vice-president of Penn Mutual, celebrated his 45th anniversary with the company July 17. He joined the underwriting department in 1903 and after studying law at

Temple and being admitted to the bar in 1913 took charge of all taxation matters.

He was one of the first life insurance executives to see the value of tax information for agents and in 1920 produced the first edition of a tax manual which occasionally revised, has been published annually ever since. In 1931 he became manager of training for the company and has conducted training schools for agents in home office and field, also directing preparation of sales promotion material.

He has been second vice-president agency department since 1941. Mr. Huttinger is author of "The Law of Salesmanship," one of the Harper series of text books on life insurance.

J. M. Eisendrath, general agent Guardian, New York City, is on a trip to the Netherlands and will return early in August.

J. O. Carter, Jr., treasurer of Provident Life & Accident, has been elected commissioner of the town of Lookout Mountain, an exclusive suburb of Chattanooga.

DEATHS

Paul C. Sanborn, Former M.D.R.T. Chairman, Dies

Paul C. Sanborn, 47, former general agent of Connecticut Mutual Life in Boston and former chairman of the Million Dollar Round Table, died at his home in New York City following a heart attack. Mr. Sanborn was a consistent million dollar producer for a number of years. In recent years he

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CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2704. O. E. Schwartz, Chicago Manager. A. J. Wheeler, Resident Manager. L. N. Yellowlees, Advertising Manager.
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ciate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.
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DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.
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had lived in Florida. In 1945 he projected a company which would sell life insurance policies from a coin-operated vending machine and was working on this when he died.

After attending Dartmouth College Mr. Sanborn worked for his father, Frank B. Sanborn, designer of the electrocardiograph and blood pressure tester. After graduating from Dartmouth he entered life insurance as an agent in



PAUL C. SANBORN

the John Hancock agency headed by Paul F. Clark, now president of Hancock. At 23 he sold \$1 million of insurance, leading the company's entire field force. He was a partner with Joshua B. Clark in the Clark & Sanborn agency of State Mutual Life in Boston from 1925 to 1932. He was a former trustee of the National Assn. of Life Underwriters. A brother, Ralph Sanborn, is in the insurance business in Boston.

Charles E. Hunt, 59, assistant manager and cashier for the Florida agency of Union Central Life, died suddenly at his home in Arlington, Fla. He was a past president of the local life insurance cashiers association and at one time was mayor of Arlington.

N. Carlton Smith, 45, assistant secretary of Great Southern Life, died suddenly. Last month he had rounded out 24 years with Great Southern. He started as a bookkeeper in the accounting department. Later he was transferred to the policy department, of which he was made manager in 1937. In 1946 Mr. Smith was promoted to assistant secretary.

Ira R. Palmer, manager of Manufacturers Life in the Saskatchewan branch, died after a short illness. He was, in point of service, the company's senior branch manager.

He joined the company as agent at Regina in 1917, and became branch manager for northern Saskatchewan in 1921. After 19 years he was transferred to Brandon, Man., being branch manager until 1940. He had been branch manager for Saskatchewan from 1940 until the time of his death.

Services were held at Regina, with Assistant Secretary T. B. Close represented the head office and W. J. H. Chittick, branch manager Winnipeg, represented the managers. All members of the field force in Saskatchewan attended.

Roland Eby, 30, son of Manager Orville R. Eby of Kansas City Life at Wichita, was killed at San Antonio by a ricocheting bullet while checking the performance of a gun being fired by an employee. Roland Eby was a gunsmith and had just built the .306 rifle which fired the fatal bullet. The latest issue of the Eby agency publication was devoted to a touching article by Manager Eby in memory of his son.

Mrs. Alice Pickney Coit, 75, died after an illness of several weeks. She was

Grof Mutual Trust Agency Manager; Neill Eastern Head

William Grof, Jr., manager at New York city of the eastern department, has been transferred to the home office by Mutual Trust as manager of agencies.

He started in life insurance selling with Aid Assn. for Lutherans, a fraternal society, at Pawtucket, R. I., in 1931, continuing until 1935 when he went with John Hancock as an agent of the Gardner agency in New York city. Then he went to Manchester, N. H., as a debit agent for John Hancock and in 1939 transferred to Mutual Trust as agency supervisor there. Later he was general agent at Providence, R. I., manager of the New England department at Boston and then became eastern department manager.

His father, William Grof, Sr., has been with John Hancock for many years, now being district manager at Lynn, Mass., and previously having been district manager at Pawtucket and manager at Concord, N. H.

Mutual Trust has appointed A. H. Neill, Jr., as regional manager of agencies at New York city in charge of the eastern department, and Arthur G. Boardman as field supervisor, operating out of Boston in the New England states.

Mr. Neill succeeds Mr. Grof. Mr. Boardman has been general agent at Salem, Mass., for three years.

A. H. Neill has been with the company since 1938, starting as supervisor at Boston and then being transferred to New York city as supervisor. Subsequently he was promoted to assistant eastern manager, associated with Mr. Grof. Before joining Mutual Trust he was for 20 years connected with New York Life at Hartford, and for some time was agency supervisor there. As regional manager, Mr. Neill has charge of New York, New Jersey, Pennsylvania and the New England states.

Mr. Boardman for five years was an agent of Metropolitan at Attleboro, Mass., then for five years was in the army, rising to major.

Youth Slogan Adopted for N.F.C. Annual Session

The slogan "Youth Unlocks the Future" has been adopted by President T. W. Midkiff for the annual convention of the National Fraternal Congress at Pittsburgh in September. It was suggested by William G. Fischer of Lutheran Brotherhood, Minneapolis, who is junior membership chairman of N.F.C.

The committee is employing a letterhead containing the slogan in a stamp-size seal in blue and gold colors depicting a boy opening a door through which is seen a vista of the future. The N.F.C. will use the theme in all promotional material.

National Fraternal Congress through state congresses and member societies has taken a significant position in the fight against juvenile delinquency.

Louisville Tax Upheld

LOUISVILLE — Special Circuit Judge Eblen has held valid Louisville's controversial occupational tax of 1%, which became effective July 1, contending that it "is a true license tax and not an income tax." Opponents of the levy, who brought test suits, had claimed it was a municipal income tax, and as such was prohibited by state law. Attorneys for the plaintiffs announced that the case would be carried to the court of appeals.

In the meantime business generally,

the wife of Ralph B. Coit, who was a vice-president of Jefferson Standard until his retirement July 1.

including insurance offices, are withholding 1% of all payrolls of workers.

There has been some question involved, as to whether the tax affects insurance agents, in that the city taxes premiums 3%. There is also a question as to whether the tax affects premiums on business done outside the city, or in the state and county, as it is understood to be an occupational tax merely on business done within the confines of the city, which if true, would mean that the agent would have to segregate his city business, from that done outside the city. However, the agents have until April of next year to pay the tax on their net income, and in the meantime various perplexing questions will be answered.

Persons Agency Is Leader in Volume This Year

The Persons agency of Mutual Life, Chicago, led the company in volume of insurance sold in the first six months. Henry W. Persons is manager. The Los Angeles agency under Manager G. A. Satten was second in volume and number of policies sold, and the Myer agency of New York, managed by Richard E. Myer, was third in volume and eighth in policies sold.

The Grand Rapids agency under Manager Charles E. Brown headed all agencies for the period in number of policies sold and was ninth in volume. The Milwaukee agency managed by George A. Knutsen was third in policies sold and 10th in volume.

Other leaders in volume of insurance sold during the year were: Fourth, Portland, Ore., which was fifth in policies sold; fifth, San Francisco; sixth, Scranton; seventh, Oakland, which was fourth in policies sold; and eighth, New Orleans. In number of policies sold, the Billings agency was sixth, Spokane seventh, Oklahoma City ninth, and Wichita 10th.

State Life of Texas Men Are Advanced

Directors of State Life elected Hil-ton Painter as vice-president, agency director and a board member. Michaux Nash was elected a director and W. H. Snead, assistant secretary.

Mr. Painter, a native of Dallas, is a graduate of the institute of insurance marketing at Southern Methodist University and received a degree in business administration from S.M.U. He served three years in the army air forces. Prior to association with State Life he was with United Fidelity Life's Dallas agency.

Mr. Nash is executive vice-president of the Empire State Bank, Dallas. Mr. Snead, formerly of Commerce, Tex., is a graduate of Byrne Commercial College, Dallas. He was associated with the International Milling Co., at Greenville, Tex., and was its head accountant in Ponca City, Okla. He went to State Life from United Fidelity Life.

Parker on Coast Tour

Raymond Parker, president of Parker-Allston Associates, New York insurance advertising agency, is visiting the Pacific Coast and contacting local representatives of companies which his agency serves. Accompanied by Mrs. Parker, he spent some time in Seattle and Portland before going on to San Francisco and Los Angeles. They will return east by way of Salt Lake City and Denver.

New Ky. Dept. Attorney

James C. Creal, Hodgenville, Ky., has been named attorney for the Kentucky department.

Equitable Society has purchased a large tract of land in downtown Pittsburgh as an investment.

Completing a Century of Achievement

1857-1957

Ask about G-A-TOP. You can earn more if you understand it.

Excellent General Agency openings in Missouri and Illinois.

There is a good future in a company with a good past.

• ST. LOUIS MUTUAL LIFE INSURANCE COMPANY

222 N. Fourth St.

St. Louis 2, Mo.

LIFE AGENCY CHANGES

Occidental Names Two General Agents

William D. Bacon, formerly assistant director of field training of Occidental Life, has been named general agent at San Antonio. He is a veteran of more than 15 years experience in life insurance, both in field and home office. He first carried a rate book for Aetna Life. After six years as a personal producer, he joined Volunteer State Life as agency secretary. He also developed sales promotion materials, wrote radio scripts, edited the company magazine and supervised the print shop.

Mr. Bacon joined Occidental's field training staff in 1941. During the war he served as a lieutenant in naval avia-

tion and returned to Occidental in 1946 as assistant director of field training.

Occidental has appointed Donald E. Fine general agent at Toledo. He entered life insurance in 1931 with Sun Life of Canada and joined Occidental in 1938 as a member of the Helen V. Shirey agency at Toledo.

Revamps Ala. Territory

Jefferson Standard is rearranging its Alabama territory. A. L. Smith, general agent of Birmingham since 1911 becomes manager of the Birmingham branch. F. H. White, with Jefferson Standard since 1936 except for his war service, becomes manager at Montgomery, where he was formerly district manager under the Birmingham general agency. Howard Harper, manager at

Huntington, W. Va., since 1945, goes to Mobile to head a new branch.

Hutchinson Named Manager

C. E. Hutchinson of Darlington, N. C., has been made manager at Greenville by Palmetto State Life, succeeding W. D. Barrow. Mr. Hutchinson joined the company in 1946, becoming assistant manager in Florence in 1947. He has been in insurance for about 20 years.

Norton Named at St. Louis

Lester L. Norton has been appointed St. Louis general agent of Minnesota Mutual Life. He started in life insurance with New York Life about 30 months ago at Des Moines and was made manager at Waterloo, Ia., about a year later.

G. E. Hollestelle Advanced

G. E. Hollestelle has been promoted to assistant manager of the northern New Jersey agency of New York Life at Newark. He joined the agency in 1946.

Boulais Heads New Office

Leon W. Boulais will be the manager of an office at 413 Duff building, New Bedford, Mass., to be opened by Mutual Trust Life. He has been with his brother, a general agent in Providence, for three years.

S. L. Kramer Promoted

S. L. Kramer, field assistant in the Wilmington agency of Continental American Life since last September, has been promoted to assistant manager there. He was formerly a personal producer in the Wilmington agency, which he joined in 1943. He served in the army during the war.

W. C. Andrews, Jr., has been appointed assistant manager of Mutual Life in Atlanta and will have charge of 40 Georgia counties. He has been with Mutual as an agent since 1946.

COMPANY MEN

H. L. Geer Goes to Boston Mutual as Supervisor

Boston Mutual Life has appointed Henry L. Geer as supervisor in the home office. Mr. Geer graduated from City College of New York in 1928 and has been with North American Reinsurance ever since except for his war service. He was a naval lieutenant. He has had experience in all phases of home office administration.

Oliver B. Myers Retires

After nearly 52 years in the secretarial department at the home office of Northwestern Mutual Life, Oliver B. Myers, 70, has retired on pension July 19. He has been registrar in the policy change division. Mr. Myers was one of the organizers of Northwestern Mutual Credit Union and the Quarter Century Club. His father, the late J. O. Myers, was a pioneer fire and casualty agent who founded the present Myers & Wilkinson agency of Milwaukee.

Rosebrough Life Manager

INDIANAPOLIS — Jack J. Rosebrough, manager of Farm Bureau Mutual of Indiana, has been appointed also manager of Hoosier Farm Bureau Life. He succeeds Morley Ringer as general manager of the life company. Mr. Ringer resigned to become treasurer of Central Life of Chicago. He had been manager of Farm Bureau Life since it was formed more than 11 years ago.

Mr. Rosebrough was with American Life as supervisor in the accounting department from 1929-37. Then he was employed by Hoosier Farm Bureau Life to set up its accounting records and to

head the policyholders' service division. While Mr. Ringer was serving in the navy from 1942 to 1945, Mr. Rosebrough was chosen acting manager of the life company. In 1947, he was named general manager of Farm Bureau Mutual which has since been consolidated with the fire and tornado services of Indiana Farm Bureau.

SALES MEETS

Woods Agency Holds Annual Conference

The Woods agency of Equitable Society at Pittsburgh held its annual educational conference at Ocean City, N. J., with a total attendance of nearly 100. Seventy-two agents qualified by meeting production requirements during the first half-year. Home office representatives included M. A. Gulick, general manager group department; J. M. Hines, director of group annuities; C. W. Kellogg, director; J. H. Muller, 2nd vice-president, home loan and housing department; Vincent S. Welch, vice-president, and Charles Van Keegan, assistant to Mr. Welch. Hugh Kemp, vice-president in charge of estate planning of People's First National Bank & Trust Co., Pittsburgh, was a guest speaker.

Mutual Trust Agents to Gather at Saranac Lake

Mutual Trust Life agents in New England, New York, New Jersey and Pennsylvania will have a get-together Aug. 25-28 at Saranac Inn, Saranac Lake, N. Y. Regional Manager A. H. Neill, Jr., is arranging the meeting, at which President Raymond Olson and William Grof, manager of agencies, will be present from the home office.

Ohio State Managers Confer

Ohio State Life is holding a managers' conference at Columbus this week. A two-week school also is under way with Warren P. Howe, superintendent of agencies, in charge.

Marietta Division Honored

Agents and managers of the Marietta division of Life of Georgia were honored at a banquet for their achievements during the first half years. Speakers included W. G. Morrison, Marietta division manager, I. M. Sheffield, Jr., executive vice-president, and H. C. Jackson, agency vice-president.

Congressman Peterson of Florida and President E. L. Phillips of Gulf Life were the speakers at a meeting of 60 Gulf Life agents of the Lakeland, Fla., district.

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

Insures The Whole Family

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING
President

L. J. BAYLEY
Secretary

HOME OFFICE—SYRACUSE, N. Y.



Broad Is The Coverage—

under Western's Family - Happiness - Plans. They include the agent as well as the agent's client.

Plan 1 is for the Buyer and his Family. Its value is proven by the production record, which anyone can check.

Plan 2 is for the Fieldman and his Family. Its value is best proven by the way Fieldman stay with Western.

Any Western Life Fieldman will always talk about either plan—how the one works for his client and the other for the Fieldman himself.

A few openings for general agents in California, Oregon and Washington, Montana, Idaho, Utah, Nevada.

WESTERN LIFE INSURANCE COMPANY

Founded 1910

Assets \$ 30,797,865.45
Insurance in Force..... 139,469,900.00

Helena, Mont.

R. B. Richardson
President

Lee Cannon
Agency Vice President



The COLUMBIAN NATIONAL LIFE INSURANCE Company

BOSTON, MASSACHUSETTS

A FRIENDLY FAMILY

... an unusual bond between the underwriter and the folks in the Home Office.

BUILT ON INTEGRITY GROWING ON SERVICE

COMPANIES

Provident L. & A. Reached Half-Billion in 31 Years

Provident Life & Accident's recent passing of the half-billion dollar mark in life insurance in force, which was reported in last week's issue, has been accomplished in only about 30 years, as the company, though one of the oldest and largest in the A. & H. field, did not begin writing life insurance until 1917. The company reached its first \$100 million of life insurance in force in 1937, \$200 million in 1943, \$300 million in 1946, and \$400 million in 1947. It took only one-twentieth as long to achieve the last \$100 million as the first.

Ordinary production during the first six months of 1948 represented a gain of 65%. The average size policy increased to \$5,550. Agents attribute a large share of their gains of the last six months to the salability of new policy contracts introduced by the company this year.

Provident of N. D. Agents Under Social Security

The commissioner of internal revenue has ruled that the agency organizational structure and contract provisions existing between Provident Life of Bismarck, N. D., and its full time agents warrant their inclusion under provisions of the social security act.

Provident previously had developed a substantial retirement plan for its field force, based on social security benefits, augmented by an extended contribution plan on the part of both agent and company, with the latter assuming a large proportion of the ultimate cost.

The company is one of the few life companies which so far have secured Treasury approval for extension of social security benefits to agents. With its retirement plan, coupled with group life, sickness, accident, surgical and hospitalization benefits, the company feels it has been instrumental in removing many of the present and future uncertainties in the lives of its career agents.

Gen'l American Report Cited

The 1947 annual report of General American Life has received a "highest merit award" from "Financial World" magazine in its annual nationwide judging of reports of some 2,000 companies. It was judged as among the most modern from the standpoint of content, typography and format, and is now qualified for consideration in the further judging by an independent board of experts in the "best of industry award" competition.

Life of Ga. Holds Outing

Life of Georgia held its annual home office outing this week. There were sporting events, a box supper, dancing, and a bathing beauty contest.

Guarantee Reserve Life of Hammond, Ind., has been admitted to Virginia to write life and accident and health.

AGENCY NEWS

Neu's Agents Write Million in 30-Day Loyalty Drive

In a remarkable demonstration of loyalty to their general agent, the agents of the Frank Neu agency of National Guardian Life at Green Bay, Wis., produced more than \$1 million in the 30 days that Mr. Neu was on his vacation. S. M. Helf, Green Bay field supervisor, personally wrote more than \$150,000 of business. The agency's production for the 30 days set a new record for the company. Last summer during Mr. Neu's

vacation the agency piled up \$607,000, a company record up to that time.

The performance is all the more remarkable because the Green Bay agency was virtually wrecked by the war. Mr. Neu had built a fine agency but concentrated on younger men. By 1942 he had lost 90% of his men to the armed forces. He started building again and in the last two years his agency has produced about \$3 million a year.

Stotz Agency Issues Handsome Brochure

The Grand Rapids agency of Mutual Benefit Life has put out a handsome brochure in connection with its recent winning of the president's award. The agency, which covers all of western Michigan, also won the award in 1937.

The agency, of which Raleigh R. Stotz is general agent and H. Bennet Berwick assistant general agent, has more than \$80 million of business in force, or more than each of 265 legal reserve life companies in the United States. The agency has 12,381 policyholders who own 20,889 policies.

The brochure, which is 16 pages plus covers, includes pictures of the agency, its personnel, the annual banquet at which the award was presented, and a picture of the presentation of the award by President John S. Thompson of Mutual Benefit.

Fishing Trip for Leaders

Harry O. Rasmussen, general agent at Newark of Penn Mutual Life, will be host to the agency's Leaders Club July 28 for a fishing trip off Point Pleasant, N. J., and a dinner at a nearby hotel.

The San Francisco agency organization of Equitable Society is holding its annual outing July 24 at Searsville Lake, about 40 miles south of the city.

The office of Herbert A. Hedges, general agent of Equitable Life of Iowa at Kansas City, has been remodeled to give an increase of 400 square feet of space. There is a new agency library and a refreshment unit for coffee for the employees. Three new private offices have been added.

Gerard J. Smith, manager of Phoenix Mutual Life at Kansas City, has had his agency refurbished and remodeled, the office now having 2,600 feet of floor space. A public address system has been added.

ACCIDENT

Los Angeles A. & H. Group Adopts Gordon Memorial

LOS ANGELES—A memorial resolution for Harold R. Gordon, managing director of H. & A. Underwriters Conference, was adopted by A. & H. Underwriters Assn., Los Angeles.

James Bishop, president Greater Los Angeles Safety Council, talked on "Operation Safety." Mr. Bishop paid tribute to the Los Angeles police department for having done an outstanding job in respect to safety.

He stressed the need for safety education and said traffic accidents decrease in ratio to the increased education of the public in safety matters.

It was announced that the 1948 convention of the state association will be held at San Francisco Oct. 22-23.

Va. Rate Boost Held Up

RICHMOND—The state corporation commission of Virginia held under advisement this week a petition of Virginia Hospital Service Assn. for rate increases after warning the association sharply that it will tolerate no deviation from published rates. Blake T. Newton, Jr., counsel for the commission, inquired about the association's proposal to write hospitalization contracts for the Riverside and Dan River cotton mills

of Danville. Mr. Newton said that he was informed that it had offered a flat rate of \$1.90 per month for each of the mills' 12,000 employees. Haskins Coleman, Jr., executive director of the association, denied that any such offer had been made. The association is seeking rate boosts of 20% to 25%.

must pay increases in present plan installments.

The rider does not affect credits for special hospital services, which are already provided. If a majority of employees choose to adopt the rider, the remainder are free to continue their former contracts unchanged.


New Rider on Conn. Plan

HARTFORD — Members of Connecticut Blue Cross can increase their hospital room credits by \$3 a day under a new optional contract rider which brings to \$9 a day the total room charges which Blue Cross will pay for room service in member hospitals for the basic 21-day full benefit period.

At least 50% of a Blue Cross employee group must sign for the new service to make the firm eligible for extra payments. Those who do sign

Harlan Reviews Convention

San Antonio Assn. of A. & H. Underwriters heard a report on the national convention at Minneapolis from President O. D. Harlan of the Texas association. He called attention to the danger of harmful legislation in the states and urged that members acquaint themselves with the views of local legislators. He spoke of plans for sales congresses to be held at Oklahoma City, Dallas, San Antonio and Houston in the fall.



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Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: **E. Dudley Colhoun**, Superintendent of Agencies.

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Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

LUTHERAN MUTUAL LIFE INSURANCE COMPANY
Waverly, Iowa

POLICIES

Liberty National's New CSO Premium Rates Shown

Liberty National has placed all new issue on the CSO 3% basis (preferred risk, CSO 2½%), and now has published the new rates and values. Illustrative non-participating annual premiums on all new issue are:

Age	Prof. Risk Life	Prof. Risk Pay.	20 Yr. End.	20 Pay. End.	5 Yr. Tm.	10 Yr. Tm.
10	10.57	19.29	45.43	21.56	6.35	6.53
15	11.70	21.37	45.44	24.43	6.72	6.86
20	13.22	23.71	45.54	27.26	7.01	7.19
25	15.12	26.33	45.76	30.46	7.39	7.80
30	17.84	29.38	46.23	34.23	8.27	9.08
35	21.35	33.00	47.09	38.78	10.00	11.37
40	25.88	37.35	48.71	44.30	12.97	15.24
45	31.76	42.63	51.33	17.91	21.43
50	39.48	49.24	55.39	25.70
55	49.63	57.74	61.65
60	63.18	69.15

Southwestern Revises Rates on Income, Term Plans

Southwestern Life has increased rates and values under income policies and has revised term rates, with decreases at younger ages. Illustrative rates are:

Age	Ins. Income Male 60	Ins. Income Male 65	Ins. Income Female 55	Ins. Income Female 60	5 Yr. Tm.	10 Yr. Tm.
10	20.53	16.77	28.24	22.27
15	23.87	19.15	33.63	26.00
20	28.28	22.23	40.87	30.91	5.86	6.10
25	34.32	26.38	51.08	37.63	6.03	6.40
30	42.73	32.00	65.94	46.99	6.47	7.04
35	55.11	39.91	89.29	60.76	7.47	8.34
40	74.37	51.41	129.21	82.19	9.17	10.49
45	106.05	68.01	210.19	117.62	11.94	13.93
50	172.18	97.01	445.05	191.49	16.32	19.31
55	363.33	157.08	405.37	23.18	27.75
60	324.57	34.57	41.71

Irvin Renfrew, Northwestern Mutual district agent at Hutchinson, Kan., will celebrate his 80th birthday Aug. 9th. He is the leading agent of the Wichita

agency of Henry W. Laffer and led in volume for the 1946 and 1947.

Prudential Employees Get Free Physical Checkups

Periodic physical "check-ups" are to be offered to all home office employees of Prudential under a new health service program. Examinations, which will be undertaken only on request of the employee, will be made by the company's staff of infirmity physicians under the direction of Dr. Edwin G. Dewis, medical director.

In his announcement letter, circulated to all members of the home office staff, President C. M. Shanks points out that the increase in longevity which has occurred during the 20th century is attributable largely to the early detection of disease and it is generally agreed that persons under 40 years of age should be examined every two years while those over 40 should have annual examinations, unless individual conditions make more frequent check-ups desirable.

Naturally, findings will be held confidential but on the request of the employee Prudential will report its findings to the employee's personal physician.

Strange Heads Cincinnati Life Managers' Group

CINCINNATI—Thomas W. Strange, Ohio National, was elected president of the Cincinnati Associated Life General Agents & Managers. W. T. Earls, Connecticut Mutual, becomes vice-president, and W. A. Spiker, New York Life, secretary-treasurer.

Mr. Strange became manager at Cincinnati for Ohio National in 1942 after serving as associate general agent for several years. Previously, he had been with Pacific Mutual 20 years. He is a past president of the Cincinnati Life Underwriters Assn.

New directors are R. W. Angert, Penn Mutual; R. D. Jervis, Travelers; W. A. Sullivan, Metropolitan; W. Henry Blohm, Provident Mutual, and B. F. Heald, Lincoln National. George Vinsonhaler, John Hancock, retiring president, and the officers complete the board.

A.L.C. Library Completed

The library and committee room of the American Life Convention headquarters has now been completed. Having this large room will make it possible for the joint legislative committees of A.L.C. and Life Insurance Assn. of America to meet at the A.L.C. office in alternate months. Up to now most of the joint legislative committee meetings have been held in New York because of the lack of a place in Chicago except for hotels.

New Supervisor

William R. Bagg, the new agency supervisor at DeKalb, Ill., for the Ferrel M. Bean general agency of John Hancock at Chicago, has been with that company for 2½ years in the Sharp agency at Tulsa, where he was a director and membership chairman of Life Underwriters Assn. He attended

Northern Illinois State Teachers College, then was connected with a large utility company and a chemical company before entering life insurance. He established an unusual record of over \$250,000 in his first year and better than \$300,000 in his second year. He will direct production for the Bean agency in territory outside the metropolitan area of Chicago.



W. R. Bagg

NEWS OF LIFE ASSOCIATIONS

Men of Ability Also Need Training, Grove Declares

Men of ability also need training for life insurance selling, for the man who is talented or able profits most from training, it was declared at a meeting of Austin (Tex.) Assn. of Life Underwriters by Lloyd Grove, vice-president in charge of agencies of Western Reserve Life. To be successful in selling life insurance, he said, the agent must be conscious of human values, the needs of people, and ways of meeting those needs through life insurance. The agent must constantly strive to improve his skill, for the minute he stops learning he begins to lose ground.

President Dexter Dickson presented members who have qualified for the Leaders Round Table and national quality awards.

J. D. Edgecomb, Fort Worth, general agent John Hancock, immediate past president Texas association; L. M. Buckley, Dallas general agent New England Mutual, vice-president, and R. N. Lewis, Austin, agency manager Great National, president, took part.

Craig Missouri Secretary

Wylie Craig, general agent of Aetna Life at Kansas City, has been appointed secretary of Missouri Assn. of Life Underwriters by President Weldon Diller, New York Life, St. Joseph, Mo.

MacFarlane Wins Promotion

Bruce M. MacFarlane of Massachusetts Mutual's group department has been made assistant manager of group sales. He joined the company in 1930 in the policy department, in 1937 transferred to the underwriting department, and after war service returned to the company.

Truesdell Declares He Is Not a Trustee Candidate

Rexford M. Truesdell, general agent of Pacific Mutual Life at Pasadena, who was sponsored as a candidate for trustee of the National Assn. of Life Underwriters by the Pasadena association, has announced that he is not a candidate and would not serve if elected. He has just returned from a six-week vacation and learned that his name had been published in a list of trustee candidates in The National Underwriter.

W. Va. Association Names Davis to Succeed Ross

Ross Davis of Wheeling was elected president of West Virginia Assn. of Life Underwriters at the annual meeting and sales congress held in Huntington for two days. He succeeds S. B. Ross, Midland Mutual, Parkersburg. The other new officers are: C. C. Rhodes, Bluefield, first vice-president; R. M. Dunsmore, Fairmont, second vice-president; W. O. Cofer, Parkersburg, secretary-treasurer, reelected.

An organization meeting of general agents, managers, assistant managers and supervisors was held with Newell C. Day of Davenport, Ia., general agent Equitable of Iowa, as the principal speaker, talking on "I Cover the Waterfront."

A social hour was held attended by agents and their ladies, and then the banquet at which President Ross presided. Mr. Day again was the principal speaker, giving his talk on "Blueprint for Happiness." The business session and election followed the banquet.

A C.L.U. breakfast initiated the second day, with C. L. Viles, assistant to the comptroller Island Creek Coal Co., as principal speaker. He has been teaching a C.L.U. study group which has established a fine record for passing the C.L.U. examinations.

Ross Davis presided at the morning congress session in which three leading West Virginia agents were interviewed by G. W. Gerhold of Huntington as to their most successful sales procedure. Participating were M. D. Jones, Homer Rogers and Dan Donahue. This proved so popular a feature it was decided to hold a similar leaders' round table at each sales congress in future.

Commissioner Butler of West Virginia gave a talk on the department's activities and plans, and observations on sale of life insurance. Don C. Kite of Morgantown, life member Million Dollar Round Table, spoke on "Stepping Stones to MDR Life Membership." He stressed regular production and constantly increasing objectives as of vital importance. He also told some of his methods in keeping his name before policyholders and prospects.

At a closing luncheon with C. C. Rhodes presiding, W. W. White, secretary People's Life of Washington, spoke on "The Public Acceptance of the Debit Man." He discussed the importance of having ordinary and debit men to formulate skill habits and obtain a

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Large, progressive, multiple-line company seeks man, preferably under 40, capable of eventually becoming Chief Underwriter of Group Department.

The man we want is sales-minded, understands field problems, and has had several years experience in Home Office Underwriting of Group Life and Casualty lines. Salary open.

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knowledge of their business such that government regulation of life insurance will be held at a minimum. The new officers were presented and installed.

Texas Association Leaders Confer at Austin

The executive committee of Texas Assn. of Life Underwriters met at Austin to consider agenda for the year presented by President R. N. Lewis. Jul B. Baumann, president of N.A.L.U., was present.

A budget was set up and President Lewis appointed Orville Erickson chairman of a committee to study the problems of increasing the membership among combination agents. L. M. Buckley, New England Mutual, Dallas, state vice-president, explained plans for a train for Texas agents who desire to attend the N.A.L.U. meeting.

The matter of the life agent and social security was discussed, and Commissioner Butler conferred with the committee.

A committee to study selection of a full-time secretary was appointed.

Tentative location of regional sales congresses was studied. A tentative date was set for the Tri-City sales congress at Dallas, San Antonio and Houston.

It was decided to hold a conference in Austin for regional directors and officers of local associations.

Illinois Leaders Take Part in Forming New Olney Group

Agents of legal reserve life companies from southeastern Illinois, principally Jasper, Crawford, Richland, Lawrence, Edwards, Wabash and Effingham counties, met at Olney and organized Olney Life Underwriters Assn. There were 26 agents present, but the charter when completed is expected to include the names of at least 40.

Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

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WISCONSIN NATIONAL LIFE INSURANCE COMPANY
Oshkosh, Wisconsin

Officers elected include: President, Ray Yelch, State Farm; vice-president, John R. Von Almen, Equitable Society; secretary-treasurer, Ernest W. Witsman, Aetna, all of Olney, and national committeeman, Sam A. Ziegler, Travelers, Carmi.

The organization is sponsored by the Illinois association. N. Eric Bell, State Farm, Bloomington, state president, presided. W. B. Buckley, Metropolitan, Mt. Vernon, chairman state extension committee and past state president, outlined advantages of a strong association. Orville Lukring, State Farm, Marion, member of the state extension committee; E. C. Clark, Metropolitan, Mt. Vernon, assistant to Mr. Buckley; J. Frank Williams, broker and a member of the St. Louis association, and Margaret H. Becker, Peoria, executive secretary state association, took part.

This is the 27th local association in Illinois and it increases membership total for Illinois to approximately 3,800.

Boston—A moonlight ocean cruise will be held the evening of August 3.

Utica, N. Y.—Bert H. Newlove, Connecticut General, has been elected president. Vice-president is Donald F. McBride, and secretary Frederick G. Allnut, both of Metropolitan Life.

Jackson, Tenn.—New president is George Cason; vice-president, Lewis Eubanks; secretary-treasurer, L. I. Davidson; national committeeman, Thomas M. Harrison.

District of Columbia—President C. F. Suter has appointed these committee chairmen: J. A. Marr, Penn Mutual, business practices; W. E. Baker, New York Life, education; R. A. DuFour, Pacific

Hedges Proposes LIAMA-Type Schools for Supervisors

Bert A. Hedges, Business Men's Assurance, Wichita, chairman of the National Assn. of Life Underwriters general agents and managers committee, has brought up the idea at several local managers meetings of establishing schools for supervisors along the lines of the L.I.A.M.A. schools for managers. Mr. Hedges' tentative plan would have the N.A.L.U. running the schools, his feeling being that the L.A.I.M.A. already has its hands full with its management schools.

Mr. Hedges has not advanced his idea as a definite proposal but rather has asked the groups he addressed to give some thought to the plan. It is understood that President Jul B. Baumann favors the idea.

Yovits Agency Moves

The Albert Yovits agency of Security Mutual Life of Binghamton, N. Y., has moved into suite 300-302 at 15 East 40th street, New York city. The 12-story office building was purchased last year by the company to house its rapidly expanding New York city general agencies. Already housed in the building are the R. A. Beatty, Insurance Clerks, Lowenstein-Mintzer and Clarence A. Ross agencies.

The company maintains offices in the building for use of medical and home office representatives, including an assistant secretary, agency assistant and claims representative.

Other metropolitan area agencies of Security Mutual are Samuel Berman, Samuel Ganz, David T. Hersch, J. Harold Kay, Henry Levine and Morris Medler.

To Run Business Cover Course

Robert I. Mehr, professor of insurance at University of Illinois, is conducting a business insurance course Aug. 9-11. The fee will be \$10.

American Progressive Health has been licensed in Delaware.

Mutual, law and legislation; J. S. Baldwin, Northwestern Mutual, membership; C. P. Rice, Mutual Life, meetings and programs; W. J. McCausland, Acacia Mutual, publicity and bulletins; Mrs. Thelma Davenport, Northwestern Mutual, women underwriters; W. N. McCord, Atlantic Life, 1950 N.A.L.U. convention.

Salina, Kan.—W. M. Achgill has been named president, succeeding Elliott Beldon; Oscar Mitchell, vice-president, and N. T. Stewart, secretary. Mr. Beldon was named state committeeman and William Yost, national committeeman. Ray Haggart, attorney, spoke on "Wills".

Charleston, W. Va.—Officers elected: president, Deal H. Thompkins, Northwestern Mutual; vice-president, Alan Greenspon, Equitable Society; secretary, E. C. Leonard, Mutual Life; treasurer, R. I. Schumann, Lincoln National, directors elected: Robert Giffen, Mutual Benefit Life; Al Hartman, Reliance Life; H. W. Cardwell, National Life of Vermont; H. F. Glenn, Equitable Society.

Galesburg, Ill.—Floyd Lockard, Metropolitan, was elected president at the annual meeting, succeeding Klaus Nordgren, Guarantee Mutual. Other new officers

are: Vice-president, George Cederroth, Prudential; secretary-treasurer, Luther Linman, Guarantee Mutual; national committeeman, Florence McConnell, John Hancock.

Mr. Nordgren presented national quality awards to eight members. Robert Ralston, manager National Life & Accident, Peoria, gave the principal talk, stressing advantages of association membership.

Northeast Missouri—New officers are: J. C. Hayden, Hannibal, Life & Casualty, president; Edwin S. Wilson, vice-president; and Earl Davis, secretary-treasurer.

Sedalia, Mo.—New officers are: L. J. Brown, president; Abe Silverman, first vice-president; Walter Schmdle, second vice-president; Marjorie Garansson, secretary; and F. E. Willis, treasurer.

Mobile—Officers elected are Nelson C. Freeman, president; C. H. Moore, first vice-president; L. G. Russell, second vice-president, and P. M. Walker, secretary-treasurer.

Springfield, Mo.—New officers are: Everett C. Coffelt, Aetna Life, president;

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C. W. Tarrant, Metropolitan Life, first vice-president; Ray Lowry, Kansas City Life, second vice-president; Tom P. Anderson, Penn Mutual, secretary-treasurer; and Seth B. Turk, Equitable Society, national committeeman.

Pittsburgh—New officers installed: H. S. Brownlee, president; Paul S. Mechling, first vice-president; J. Mark Young, second vice-president, and Harry H. Chase, treasurer.

Palm Beach County—R. M. Patrick, Jr., Lakeland, chairman of the educational committee of the Florida Life Underwriters Assn., outlined the growth of the C.L.U. movement in his talk on improving the educational facilities for career agents. He presented the new Florida code of ethics, which was adopted by the state association in June and approved by Commissioner Larson.

Cumberland—Officers elected are G. M. Martin, Prudential, president; Ray Hamner, Home Beneficial, first vice-president; O. C. Hellman, Equitable Society, second vice-president; Henry K. Duke, Penn Mutual, secretary; L. M. Robeson, Home Beneficial, treasurer.

St. Petersburg—New officers were installed: W. R. Scheb, president; W. R. Streeter, vice-president, and S. M. Pynn, secretary-treasurer.

CHICAGO

NEW GENERATION STARTS

A new generation has entered the services of the Conkling, Price & Webb general agency of Chicago and Life Associates, Inc., in the person of Lawrence W. Zonsius, Jr., and John Mack.

Mr. Zonsius has started with C. P. & W., and Mr. Mack with Life Associates, Inc. Mr. Zonsius' father is a partner of C. P. & W. and Life Associates and Mr. Mack's uncle, W. T. Cline, is also partner in the two organizations. Both young men graduated in June from the Wharton Commerce School of University of Pennsylvania and both are war veterans. Mr. Zonsius was with the army in Germany and Mr. Mack was in the navy.

MATTENSON QUALIFIES FOR MDRT

A. W. Mattenson, special agent of Prudential in the La Salle ordinary agency of A. Van Goldman in Chicago, has qualified for the Million Dollar Round Table for 1948—the second time in a few years. He also led the company nationally for the first six months on net paid-for new business basis. The Goldman agency was third on a gross paid-for basis and second on a net increase basis for the six months.

NEW YORK

MANAGERS HOLD GOLF PARTY

Superintendent Dineen of New York; Julius Sackman, head of the department's life division; James P. Fordyce, president Manhattan Life; Richard Rhodebeck, president United States Life; Harlow Brown, vice-president

Continental Assurance, and W. Rankin Furey, vice-president Berkshire Life, were distinguished guests at the annual golf party of the New York City Life Managers Assn. held at Knollwood Country Club, White Plains, N. Y. The New York superintendent won the guest prize in the golf tournament.

A. W. Youngman of Mutual Benefit and Joseph Schirmer, New York Life, won top prizes in the golf tournament, and other winners included T. W. Foley, State Mutual; Thomas Schillerstrom, Paul Revere, and A. L. Stillman, Fidelity Mutual. Bernard Eiber of Mutual Trust won the "duffer's" prize for highest score.

JUERGENS AGENCY IN NEW OFFICE

The United Benefit Life agency of C. H. Juergens at New York has doubled its floor space and moved from 102 Maiden Lane to 33 West 42nd street. The agency occupies the entire fifth floor there and has had it furnished and subdivided especially for use of the agency with a classroom, special adjusters' quarters and executive offices.

LENNOX MADE AGENCY SUPERVISOR

William Lennox, for the past eight years in the new business department, Manhattan home office under Vice-president Vincent W. Edmondson, has become a supervisor in Manhattan's J. D. Robbins agency, 225 W. 34th street, New York City.

RECORDS

BANKERS LIFE OF IOWA—June business totaled \$13,421,213, up \$1,357,486. Of this amount \$10,448,051 was ordinary. Production for the first half year was \$73,335,900. Insurance in force at June 30 stood at \$1,323,776,288, up \$41,853,742.

UNION MUTUAL—Paid business for the first half year showed a 9% increase. In the non-cancelable A. & H. department new premiums were up 8% and new group sales gained 47%.

SECURITY MUTUAL, N. Y.—In a recent contest honoring Superintendent of Agencies F. Leon Mable, the company exceeded its production quota by 23 percent. New ordinary life business was nearly \$4 million, which raised total production for the first six months to over \$16½ million, increase 14 percent over the first half of 1947. In force figure is \$207,398,538.

FRATERNALS

Aid Assn. Adds to Home Office Agency Staff

The Aid Association for Lutherans has appointed Ira L. Lecy as manager of the sales training department and Victor G. Zarembo as manager of the sales promotional department.

Mr. Lecy has been with the association since 1938 as field representative in Appleton, Wis., and Mr. Zarembo has been the field representative in the Green Bay, Wis., district since 1939.

W.O.W. to Celebrate Hospital's 25th Year

SAN ANTONIO—July 4 was the 25th anniversary of Woodmen of the World Life's War Memorial hospital near here, but the anniversary will be celebrated with an all-day program at the hospital July 25, to which the public is invited.

In the morning the hospital and farm will be inspected, and there will be an organ and carillon recital, with singing, in the chapel. An outdoor band concert will precede a barbecue dinner and in the afternoon President Farrar Newberry will speak. Exhibitions by drill teams also are scheduled. Members of the hospital committee, including R. E. Miller, vice-president; J. J. Wahl, San Antonio, and J. N. Cochran, Montgomery, Ala., national directors, also will give short talks, and a Woodmen quar-

ter from Athens, Ala., will sing.

The hospital has provided hospitalization and treatment for nearly 5,000 members of the society afflicted with tuberculosis. It was built as a memorial to Woodmen veterans of the Spanish-American and first world wars, and was dedicated July 4, 1923.

The site of 307 acres, six miles from San Antonio, was bought in 1922 and the hospital and campus completed by July 4, 1923. A \$3 million endowment was established by the society for maintenance of the hospital.

Weldon Leads Aid Assn.

Carl E. Weldon of Connecticut set a new monthly record for an individual salesman in June with \$239,000, which included a \$200,000 sale, and headed all the field representatives of Aid Assn. for Lutherans for the month. Production of the entire staff in June was \$4,895,767, a gain of \$308,534 over June, 1947, and the total for the first six months was \$28,374,492, a gain of \$2,788,436. The E. H. Neumann agency led for the half year with \$1,657,350, almost exactly what it totaled for the same period last year, and the C. O. Meissner agency led in June with \$301,500.

P.H.C. 1949 Meet at Detroit

Protected Home Circle will hold its supreme circle gathering at Detroit June 27-29, 1949.

Fidelity Sales Set Record

Fidelity Life of Fulton, Ill., reports the best June in history with \$607,950 new life insurance written, a net gain of 27.3% over June, 1947, and exceeding all previous Junes. Each month in 1948 has shown a sales gain over the previous month.

Sales of new life insurance for the first six months totaled \$3,124,109, 11.4% increase over the same period last year.

Business Up This Year

June written business of Lutheran Brotherhood totaled \$4,449,108 for adults and total issued business was \$4,649,413, a net gain of \$746,942 over June, 1947. The business for the year to July 15 had increased \$2,081,347. The M. J. Emerson agency of Iowa led in total volume to July 1 with \$966,508, an increase of more than \$165,000. R. J. Falck of Northfield, Minn., led the Quarter Million Club with \$298,500.

C.O.F. Convention Aug. 3-5

Catholic Order of Foresters will hold its international convention at Milwaukee Aug. 3-5.

Increase of Benefits

Saved by Reinstatements

An accident policy which provides for additional benefits according to the length of time it remains "in continuous force" remains in force even though there have been a number of lapses and subsequent reinstatements, the Georgia court of appeals has held in Mayes vs. Washington National.

The policy provided that for each period of 12 consecutive months immediately preceding the date of the accident the policy shall have been maintained in continuous force 10% would be added to the original principal sum, subject to a maximum of 50%.

In holding for the insured and revers-

ing the trial court's judgment directing a verdict for the company the court of appeals held that the reinstatement of the policy and the payment of premiums back to the lapse date meant that the continuity was maintained, since there was no provision in the policy providing that the effect of reinstatement is to make a new policy and break the continuity on which the additional benefit provisions were based.

Court "Abhors a Forfeiture"

In answer to the company's contention that the increase of benefits provision was a condition contingent upon continuity of the policy, the court stated that "the obvious answer to this contention is that, if the policy was renewed and the reinstatement dated back to the date of lapse, the lapse has been waived as if it never occurred, and in effect the continuity of the policy had not been broken. To allow the insurance company to enforce this condition and the condition that it is not liable for accident or illness arising during the period of lapse and at the same time reinstate the policy as of the date of lapse would be to cause the insured to forfeit a part of the premium which he has paid. This court abhors a forfeiture." The court pointed out that the condition precedent to the payment of the extra benefits was not the payment of premiums prior to their due dates but only the policy's being maintained in continuous force.

"We feel that in the present case the reinstatement completely erased the lapse as if it had never occurred, since the contract is open to this construction by virtue of its ambiguity, and that the defendant insurance company remains liable for the increase in benefits over the entire period from the date of issuance," the court said.

Individual Policies

Advised for Medical Assn.

NEW YORK—"The services of a good life insurance agent in setting up

a family program of protection, or an individual's program for retirement, is always worth more than any small savings that might be effected by a group plan sponsored by your organization," L. M. Huppeler of the Huppeler agency of New England Mutual, New York City, said at a meeting of the

Kings County Medical Assn.

He pointed out that two tax advantages found in group plans and available to corporations would not apply to a medical society. Deducting the annuity policy as a business expense, and not counting as income the paid annuity premiums. These tax advantages would not be available to a medical society because there is no employer-employee relationship.

Mr. Huppeler said there are few, if any, advantages for insurable physicians under a group plan. With many companies there are more advantages given to the policyholder in the individual contract, such as the right to change the contract, make beneficiary changes, adopt special clauses, and have the services of a competent agent at all times.

PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1886

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY, Supreme President L. D. LININGER, Supreme Secretary
SHARON, PA.

ASSETS

\$44,841,621

SUPREME FOREST WOODMEN CIRCLE

Omaha, Nebraska

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Agnes E. Klob

Supreme President

Frances D. Partridge

Supreme Secretary

Port Huron, Michigan

W. S. Crawford, Veteran Insurance Newspaper Man, Dies

(CONTINUED FROM PAGE 2)

him that this was the best way to get acquainted in insurance newspaper work. Crawford was most successful in this line and later Mr. Wohlge-muth called him to the office to assist him in getting out the paper but Crawford still kept up his news covering. When I joined hands with Mr. Wohlge-muth in 1899 I found Crawford on deck. I took over the main editorial work but Crawford was a valuable assistant and we worked together harmoniously.

Shifted to Chicago

Later when Mr. Wohlge-muth decided to have THE NATIONAL UNDERWRITER published in Chicago he had Crawford shifted to that office. In due season, he employed C. W. Van Beynum of Janesville, Wis., as a news man. Mr. Van Beynum was connected with a mutual agency in that town. After he had been broken in he felt that the insurance newspaper advertisements were rather dry and abstract. He said that they did not reflect the strength and power of the business. Therefore he began writing copy for some of the advertisements and the companies were pleased with it. I think it can be said, therefore, that Mr. Van Beynum was a pioneer in this direction. Mr. Crawford was an excellent man in writing editorials. On one occasion I recall he had written a very strong editorial on fire prevention, urging insurance men to engage in the work of acquainting the public about the necessity of preventing fires. It was about quitting time one day and in an office like ours, the office was covered with paper and pipe smoking tobacco. I carelessly lit a match and soon the paper on the floor was ablaze. We soon put it out but it showed that even we did not have the true spirit of preventing fires.

Joins Insurance Field

Later on Crawford became Chicago editor of the "Insurance Field." The "Journal of Commerce" found it necessary to get a successor to Sumner Ballard who had gone into the reinsurance business. Someone suggested Crawford and he was given the position. This, of course, gave him mighty power and it was soon found that he was the right man in the right job. Mr. Crawford had caught the right spirit in newspaper work. That is, he believed that when a newspaper man was given an assignment he should give it his entire attention and do his best work in developing the story. At one time when he was

with the "Insurance Field" at Chicago, the American Life Convention had its annual meeting at Chicago. The "Field" told Crawford to get up as good a story as he could. One of the speakers was the famous Job Hedges of New York City. Mr. Crawford's daughter, Margaret, was his secretary in Chicago. He took her to the convention and introduced her to the manager of the A.L.C. and explained to her that she should get as much as possible of what Mr. Hedges said. Mr. Crawford did not realize the task that he had imposed on his daughter. Mr. Hedges was a rapid fire speaker. He was not only very eloquent but a very humorous speaker. He was one of the favorites. Margaret Crawford became so much interested in what he was saying and intrigued by his humor that she forgot to take notes to any extent. She went to the office and her father found she had practically nothing about what Hedges said. He sent her home at once. He then went to the A.L.C. and got as much as he could about Hedges.

It might be said that while Crawford was a very kind man he also had a very spirited temper. He could get mad on some provocation and he could stay mad for quite a while. I recall at one time when I found that we were printing too much material and the paper had become too large, I said to Crawford that we would have to reduce our stories considerably. He had the habit when he got mad to wiggle his face back and forth and one could see that he was in motion. He said to me, "All right, after this any news I get I will reduce it to a single line."

Influenced by Wohlge-muth

I am sure that Mr. Crawford was impressed with Mr. Wohlge-muth's innate honesty of purpose. That is, Wohlge-muth felt that the insurance business did not owe the insurance paper a single cent. He held that the insurance papers must get in a position where they were of value to the insurance business. Hence, he started a campaign for subscribers. In a short time the "Ohio Underwriter," as the paper was then known, had more subscribers in Ohio than all the other insurance papers combined. Mr. Wohlge-muth kept up that policy during his entire life. He wanted his publication to be conducted strictly on a business basis and he wanted no favors. Mr. Wohlge-muth held in highest esteem Young E. Allison of the old "Insurance Herald,"

later the "Insurance Field." In so many different ways he regarded Mr. Allison as a wonderful man.

When Mr. Crawford was covering a convention he was busy all the time and he wanted everybody to keep working. At one time, National Assn. of Life Underwriters met at St. Paul. Crawford was sent there to cover the convention for our paper and he took as his assistant Frank W. Pennell of our Chicago office who later went to New York to enter the life insurance business. We were getting out a special edition and H. E. Wright had to get a train to Chicago to get the news material printed at a certain time. Therefore, Crawford worked out a schedule and told Pennell that his stuff had to be in at that time. Mr. Wright was holding his watch and he told Crawford that he had to have the news story. He asked Crawford if he couldn't get it out immediately. Crawford looked at Pennell and he was not working. Crawford said, "What in the hell are you doing?" Pennell said, "I am thinking about the story I am writing." Crawford yelled, "You quit your thinking and write your story right away. We don't want any thinking now."

Avoided Life Insurance

Mr. Crawford somehow or other did not have much enthusiasm for life insurance news, but there was one life insurance man that he admired very much and that was Jules Girardin, Chicago manager of Phoenix Mutual. He liked Jules because he was a former fire insurance special agent in Texas. He said that Jules' experiences in this line had taken all the nonsense out of him regarding life insurance men being next to the clergy.

The western department of Connecticut Fire was located at Chicago and the men were very closely associated. In later years they had a social organization known as Joys & Glooms. For a time the Connecticut Fire people were the only members. Later they took in the Chicago department of the Ohio Farmers of which Charles L. Hecox was manager. The Joys & Glooms had glorious times and went on many visits and had a lot of fun.

Just the other day I received from Alexander Smullan a note he had received from Crawford. Mr. Smullan was a member of the Joys & Glooms through the Ohio Farmers group, he being Chicago local agent. Mr. Crawford had written to him about some in-

cident in connection with the Joys & Glooms. I think Crawford was very much honored at being chosen a member because he and Bill Hadley of the Eastern Underwriter were the only insurance newspaper men who were elected members. Later other newspaper men were chosen as members but it seemingly touched Crawford very deeply.

Erect in Posture

One feature about Crawford was his strict adherence to his military standing. That is he was very erect and always kept in step and followed the military program in every particular. He was as straight as an arrow.

Mr. Crawford was very much opposed to long winded speakers. He was a member of the Episcopal church at Oak Park where he lived. He concluded that the rector spoke too long, so he decided not to go to church any more. Then he went to an early prayer service which started at 7 o'clock. Not only in church but in every other way he was against long winded speakers.

When Mr. Wohlge-muth and I attended the annual meeting of Ohio Assn. of Insurance Agents at Columbus in 1899, we left word for Crawford to employ an office boy. He inserted an advertisement and hired a yellow haired young boy named George W. Wadsworth. We soon found that he knew more about bookkeeping than our bookkeeper and we gave him the job. Later he became secretary of the publishing company. George desired to do bigger things. He went to Chicago and bought the old time "American Insurance Digest." He is now the owner and publisher.

One of Crawford's characteristics was his remembering of dates. You would ask him about somebody and he would say, "Yes, in the fall of 1873, etc." He never forgot a date. Very often when I found myself puzzled as to what time we had this or that, rather than go over to our records, I would write to Crawford and ask him to tell me the date and he never failed.

Ford Succeeds Copeland

Archie Copeland has resigned as agency manager of the Panhandle (Texas) territory of Southland Life to concentrate on personal production and continues as agent for the company. Herman Ford of Hereford, Tex., succeeds him in charge of the territory. He is one of Southland's leading agents. Mr. Ford is a graduate of West Texas State-Colorado University. Headquarters for the territory continues at Amarillo.

*The Macabees, now celebrating its
70th Anniversary*

... was founded in 1878 as a fraternal benefit society. From humble beginning it has become one of the strongest Life Insurance institutions. Public endorsement strengthens belief that service to members should extend beyond contractual relationship.

MACABEES
COMPLETE PROTECTION

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
 CONSULTING ACTUARIES
 620 Market Street 437 S. Hill Street
 SAN FRANCISCO LOS ANGELES

ILLINOIS

THOMAS and TIFFANY

CONSULTING ACTUARIES
 211 West Wacker Drive
 CHICAGO 6
 Telephone Franklin 2633
 B. Russell Thomas, A.A.S., A.A.I.A.
 Carl A. Tiffany

Harry S. Tressel & Associates

Certified Public Accountants
 and Actuaries
 10 S. La Salle St., Chicago 3, Illinois
 Telephone Franklin 4626
 Harry S. Tressel, M.A.I.A.
 H. Wolfman, F.A.I.A. Wm. H. Gillette, C.P.A.
 H. A. Moscovitch, A.A.I.A. W. P. Kelly
 W. M. Barkhoff, C.P.A. Robert Murray

INDIANA

Haight, Davis & Haight, Inc.

Consulting Actuaries
 FRANK J. HAIGHT, President
 Indianapolis — Omaha

MISSOURI

NELSON and WARREN

Consulting Actuaries
 915 Olive Street, Saint Louis
 Central 3126

NEW YORK

Established in 1885 by David Parkes Fackler

FACKLER & COMPANY

Consulting Actuaries
 8 West 46th Street New York

Consulting Actuaries
 Auditors and Accountants

Wolfe, Cerceoran and Linder

110 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY
 ASSOCIATE
 E. P. Higgins
 THE BOURSE PHILADELPHIA

Wisconsin National Life Convention at Mackinac

(CONTINUED FROM PAGE 6)

procedures bringing us fully up to date on present investment trends and as a result earnings will be benefited. The trend downward in average rate of return has been halted and has been reversed upward. In my opinion 1948 will show our company will have bettered the average rate of return of the industry as a whole."

R. P. Boardman, president, who with Mrs. Boardman occupied the sumptuous suite of the governor of Michigan, declared that self attained social security, helping others to help themselves is "our business to guarantee the great American way of life. We can meet and defeat the stultifying effect of government insurance and other attacks through greater service and low cost insurance."

Improved Service Promised

R. B. Savage, controller and personnel director, promised constantly improved clerical routines and prompt service at the home office to help those in the field do a better job.

After a delightful formal cocktail party and banquet at which Maurice Glaser of Grand Rapids sang tenor solos, national quality award winners were called up for special recognition, they being M. L. Faupel, Ypsilanti, E. W. Clark, Oshkosh, and Mr. Glaser.

Leading producers recognized were: Life department, 1. E. W. Clark, Oshkosh, Wis.; 2. C. E. Schwalm, Galesburg, Ill.; 3. C. E. Wolcott, Ann Arbor, Mich.; 4. H. V. Foreman, Kokomo, Ind.; 5. G. A. Arnold, Chillicothe, Ill.; 6. C. N. Novak, Kewanee, Wis.

A. & H. department: 1. Novak; 2. Schwalm; 3. C. F. Hedglin, Ransom, Ill.; 4. Wm. Wendland, Oshkosh; 5. N. L. Gaddis, and 6. R. P. Madler, Hilbert, Wis.

Arrangement Committee

The committee in charge of arrangements who were given a hand for their splendid work in handling hundreds of details were: Mrs. Gretchen Lockhart, Miss Romana Stratz, Miss Idabelle Miller, E. H. Metz, A. L. Senderhauf.

In the life panel presided over by home office field supervisors E. W. Genens, Oshkosh, G. E. Kildsig, Oshkosh, M. S. Kirkpatrick, Grand Rapids and L. N. Ressler, Galesburg, Ill., these questions were asked from the floor: 1. Give the best approach on selling a young man a policy. 2. When the premium is paid on application when does policy take effect. 3. Special coverage for airplane pilots and passengers. 4. War clauses for those serving in foreign wars. All these problems were answered by Mr. Eastlack.

J. O. Woodfill, manager of Grand Hotel, described Operation Hollywood at Mackinac last year for filming "This Time for Keeps." It turned out that Mr. Lichtenberger is occupying Esther Williams bedroom, and Mrs. Eastlack has Jimmy Durante's.

Social Security Official Explains Amendments

Failure to understand the law-making processes of government is responsible for some current misunderstandings of recent amendments to the social security act, according to Thomas M. Galbreath, manager of the social security field office in Chicago.

These amendments redefined some of the sections of the law which state who are and are not covered by the law. Although many other changes were proposed, none were enacted into law. There has been no change in the amount of benefit and none in amount a wage earner can earn and still draw monthly benefit.

Twenty-one representatives of Guarantee Mutual Life in Omaha received the national quality award for 1947.

Notable Liberalization in Hospital Policies Reported

(CONTINUED FROM PAGE 3)

this type of schedule. On the other hand, three years ago 28% of the surgical schedules paid \$50 or less for an appendectomy, whereas in the new schedule the percentage is only 13%.

Companies generally are apparently loosening up their requirements considerably so far as age limits are concerned. Three years ago a great many companies would not accept children younger than 1 year. Today practically all of them will accept them at age three months and a very large percentage at one month. The ages at which older people can be written at standard rates have been raised in many instances, and a very high percentage of companies will write even older risks at an increased premium (usually 50%).

Loosening Up Age Requirements

Standard provision 17 (prorating with other insurance) is apparently going out of style. In the former survey, about 53% of the policies were using it and now there are only 36%. Standard provision 20 (age limits) also is apparently passing out of the picture very rapidly. Three years ago almost 40% of the policies analyzed carried this provision. The percentage now is around 20.

"A very high percentage of companies that have altered their policies or have issued new and improved policies to replace their old ones have done so without increasing their premiums," the committee reports. "Others, of course, have found it necessary to make some premium increases, but they have been modest. The general trend of claim ratios among companies writing individual and family group hospital coverages has therefore been upwards and profit margins have narrowed considerably. Greatly increased production, however, has tended to offset this and to leave this type of business on the profit side of the ledger."

Insurers Make \$25 Million Loan to Credit Concern

NEW YORK—Equitable Society and New York Life received in private sale a \$25 million sinking fund 3% debentures in equal parts from the Household Finance Corp. The placement was at par.

The financing follows a sale to Equitable Society in December, 1946, of a \$25 million sinking fund 3 3/4% debentures due 1971. The present issue will have a mandatory sinking fund, retiring \$7,500,000 annually from 1954 to 1959, giving the debentures an average life of 11 1/2 years. J. P. Morgan & Co. will be trustee.

Hartford College Resumes Three Year Course

Hartford College of Insurance of University of Connecticut announces resumption in September of its three-year curriculum leading to the degree of B.S. in insurance administration. All phases of the insurance business are covered in the three years, although the student may specialize in either life, casualty or fire.

The minimum requirement for admission is two years of acceptable work in an approved college with a total of at least 60 credits.

Information can be obtained from the registrar, 39 Woodland street, Hartford 5, Conn.

Institute Being Conducted

The third C.L.U. Institute sponsored by American Society of C.L.U. and the school of business administration of University of Connecticut, was held this week at Storrs, Conn.

Insurers Wary of Marital Deduction Future Woes

(CONTINUED FROM PAGE 4)

election or revocation shall become operative only if written request therefor by said wife is received at the home office of the company during her lifetime.

"The foregoing powers granted to said wife may be revoked by an amendment of contract and such powers shall be automatically revoked by a change of beneficiary unless expressly continued by the terms of such change of beneficiary."

Thus, without positive action by the wife, distribution of proceeds would remain as set forth in the policy, reducing to the minimum effort on her part and detail by the company.

Another company writes the endorsement substantially as follows: "The right to name the executors or administrators of the wife to receive in a single sum any proceeds payable at her death belongs exclusively to the wife during her settlement. The right is to be exercised by written notice from the wife to home office, accompanied by the supplementary contract."

While many requests for settlement changes are entirely sensible, companies are finding that a great number of foolish requests are coming in. In many cases the requests are being made to alter the insurance to get the marital deduction when the total estate including insurance is too small to involve any tax liability whatever.

Cal. Agencies Leads Franklin

With a paid volume of \$9,445,000 in the first half year, the California divisions of Franklin Life led the company. New volume is more than double the corresponding 1947 figure.

Acts on Gratuitous NSLI Claims

The veterans administration has issued instructions to effectuate the law which extends the time within which eligible beneficiaries of deceased servicemen entitled to gratuitous NSLI may apply for the proceeds. The law originally specified that the beneficiary must file application within five years from the date the insured died. The new amendment extends the time to seven years. Gratuitous insurance was deemed to have been issued to service personnel under certain circumstances and within specified time limits. Claims previously submitted to VA and which were disallowed because the five-year time limit had expired will be automatically revived, VA said.

Prudential has arranged a 15-year loan of \$2 million to Motorola, radio and television manufacturer, at 3 1/2% interest. The money will be used to expand working capital.

Howland Installed



Frank W. Howland (left), receiving the congratulations of Chester O. Fischer, vice-president, and Alexander T. Maclean, president, of Massachusetts Mutual Life, at his formal installation as general agent at Detroit, succeeding the late George E. Lackey. The reception was attended by nearly 200 of the business and civic leaders of Detroit, including the mayor and officers of the life insurance organizations.

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HAPPINESS, PROSPERITY *and a Chance to Grow!*

That Franklin Life representatives are happy, can easily be discovered. Just talk to one of them—any one. That they are prosperous is equally evident. Look at the statistics. But the opportunity to grow, to develop one's talents, abilities and *earning capacity*, to the utmost, with cooperation and help from the Home Office—that we consider of paramount importance.

The Franklin Life with its exclusive, highly salable contracts has shown amazing growth in recent years. Best of all, the earnings of the representatives have kept pace with the growth of the company as the figures below will show.

AVERAGE EARNINGS FOR OUR TOP HUNDRED

YEAR	EARNINGS
1942.....	\$ 5,256.56
1943.....	7,772.90
1944.....	9,742.36
1945.....	12,645.67
1946.....	18,051.61
1947.....	20,917.99

We think this is a sign of healthy progress. Our primary objective will continue to be, as it has been, to provide the newest and best in policy contracts, to make our representatives increasingly successful—with the thought that their success will be reflected in that of our company.



The Friendly **FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America
Over \$585,000,000.00 insurance in force.



Heading for Sunshine . . .

"Today, as I leave this office for the last time, my wife and I step confidently ahead into sunshine . . . sunshine which will ripen fully the fruits of all these years. Today, we start a new and better life . . . while we can still enjoy it fully. Today, for the first time, I realize how right I was to set aside a portion of my income for the retirement plan which is now our 'ticket to independent sunset years'."

† † † †

Of all things which can be bought and sold—independence for retirement is most universally desired. This is part of the stock in trade in life insurance underwriting . . . a business unsurpassed for deep personal gratification and steady growth toward success.

ÆTNA LIFE INSURANCE COMPANY

Affiliates: Ætna Casualty and Surety Company

Automobile Insurance Company • Standard Fire Insurance Company

HARTFORD 15, CONNECTICUT

